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Philo Biane

WINE MAKING IN SOUTHERN CALIFORNIA AND RECOLLECTIONS OF FRUIT INDUSTRIES, LTD.

With an Introduction by

Maynard A. Amerine

An Interview Conducted by
Ruth Teiser

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Philo Biane being interviewed in his office on August 14, 1969

Photograph by Catherine Harroun

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PREFACE

The California Wine Industry Oral History Series, a project of the Regional Oral History Office, was initiated in 1969, the year noted as the bicentenary of continuous wine making in this state. It was undertaken through the action and with the financing of the Wine Advisory Board, and under the direction of University of California faculty and staff advisors at Berkeley and Davis.

The purpose of the series is to record and preserve information on California grape growing and wine making that has existed only in the memories of wine men. In some cases their recollections go back to the early years of this century, before Prohibition. These recollections are of particular value because the Prohibition period saw the disruption of not only the industry itself but also the orderly recording and preservation of records of its activities. Little has been written about the industry from late in the last century until Repeal. There is a real paucity of information on the Prohibition years (1920-1933), although some wine making did continue under supervision of the Prohibition Department. The material in this series on that period, as well as the discussion of the remarkable development of the wine industry in subsequent years (as yet treated analytically in few writings) will be of aid to historians. Of particular value is the fact that frequently several individuals have discussed the same subjects and events or expressed opinions on the same ideas, each from his own point of view.

Research underlying the interviews has been conducted principally in the University libraries at Berkeley and Davis, the California State Library, and in the library of the Wine Institute, which has made its collection of in many cases unique materials readily available for the purpose.

Three master indices for the entire series are being prepared, one of general subjects, one of wines, one of grapes by variety. These will be available to researchers at the conclusion of the series in the Regional Oral History Office and at the library of the Wine Institute.

The Regional Oral History Office was established to tape record autobiographical interviews with persons who have contributed significantly to recent California history. The office is headed by Willa K. Baum and is under the administrative supervision of James D. Hart, the Director of The Bancroft Library.

Ruth Teiser
Project Director
California Wine Industry
Oral History Series

1 March 1971
Regional Oral History Office
486 The Bancroft Library
University of California, Berkeley

INTRODUCTION

Philo Biane has been associated with the California wine industry for more than forty years--and before that his family had been in the California wine industry for three generations. This interview gives a frank and personal view of Biane's family, himself, and his connection with the wine industry. It reveals that Biane has a fine memory for people and of many details of industry operations. Perhaps, however, saying that the wines made from Fruit Industries grape concentrate were "excellent" may be overly generous. Of especial interest is his evaluation of A. R. Morrow as production manager of Fruit Industries. Biane's opinion is that Morrow "had a feel for wine." Many of Mr. Biane's own contributions to Fruit Industries he appears to have been too modest to comment upon.

Throughout his text Mr. Biane notes the inevitability of change in the wine industry: from pasteurization to sanitation, from hand picking to mechanical harvesting, from oak to stainless steel, from one region to a new one, and from one type of winery organization to another. It is to his credit that he is able to look at this picture with equanimity.

Mr. Biane is justly proud of the wine types he has developed and the names coined for them. In general, he is optimistic about the future of the wine industry in California--in fact in any western state. In addition, he likes the wine industry. One has the feeling that Philo Biane also "has a feeling for wine."

Maynard A. Amerine
Professor, Viticulture
and Enology

101 Wickson Hall
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1 September 1972

INTERVIEW HISTORY

The formal letter asking Mr. Philo Biane to participate in the wine industry interview series went to him on May 20, 1969. The actual interviewing had already started, however, on May 8. It had been learned that Mr. Biane would be in San Francisco at an industry meeting that day; an invitation was issued informally by phone, and he very kindly gave over the afternoon of a one-day trip from Southern California to the project. That first interview session was held at the interviewer's San Francisco studio. The two subsequent ones were held at the Brookside winery at Old Guasti on August 19, 1969, and September 9, 1970. At the time of the second session, Mr. Biane took the interviewer on a tour of the winery salesroom, the exhibit of historical memorabilia, and the cellars.

The interview sessions at the winery were held in Mr. Biane's large and comfortable office in the old stone building. There were some interruptions, as Mr. Biane is the active head of the Brookside Vineyard Company, continuing a career in the wine industry that began formally in 1930, when he was twenty-one. His recollections are of particular interest because of his close knowledge of Fruit Industries (knowledge equalled only by that of Mr. Walter E. Taylor, who declined to be interviewed), and of the wine industry in Southern California.

A gracious man with a regard for correctness of detail and cause and effect, Mr. Biane made numerous careful corrections in wording in the transcript of the first two parts of the interview, which were sent to him on July 6, 1970. He also added, in writing, some information requested by the interviewer. The third part, shorter than the others, required fewer corrections; it was sent to him on December 2, 1971 and returned on January 4, 1972. There was some additional correspondence during the editing to verify certain points.

Ruth Teiser,
Interviewer

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University of California at Berkeley
6 September 1972

(Interview #1 - San Francisco, May 8, 1969)

THE VACHÉ FAMILY AND MARIUS BIANE

Teiser: When and where were you born?

Biane: I was born in 1909 at Brookside Winery southwest of Redlands, in San Timoteo Canyon, the winery established by my great-great uncle, Emile Vaché. This winery was built by the Vaché brothers, who were the second generation of Vachés in California. The original Theophile Vaché established a winery in Hollister in 1832; the history of the family continues from 1832 down to the present time.

We are members of the Hundred Year Club established by Governor Warren that recognizes families that have been in continuous business in California for a hundred years or more.

Theophile Vaché* started the winery in Hollister, and his nephews, who came to California later, worked with him. Vineyards, winery and cattle. Later the nephews moved to Los Angeles, because at that time there was a greater planting of grapes in the Los Angeles area than there was up in this [Northern California] area. The wholesale and retail wine and brandy business was established in Los Angeles by 1860.

Teiser: Who were the nephews? What were their names?

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*See also pp. 19-21.

Biane: The nephews were Adolphe, Emile and Theophile, the second.

The winery in Southern California was established on the corner of Commercial and Alameda Street in Los Angeles in 1860. And continued until the brothers at that time, who are now the second generation, decided to go to San Bernardino and Redlands to plant their vineyards; and the first year of operation there they operated at Dr. [Benjamin] Barton's winery in southeast San Bernardino, in the year 1882. And then by the year 1883 the winery at Brookside was completed, and that was the first vintage year in Redlands.

That winery continued under the direction of Emile Vaché. This is where my father, Marius Biane, came into the picture, as an employee of the Vachés. He came from near the town of Auch, France.* He went to school for a year, then worked at the winery. After he became part owner he married my mother, who was Marceline Vaché.

Dad, being a young, energetic man from France and also from the wine business in France, soon took over the operation at the winery at Brookside, and that continued to operate there until 1916, which was about the time Prohibition was voted in on a local level in San Bernardino County.

Then, with the event of Prohibition, the winery was dismantled. The family was not involved with the production of wines for a year or two. Dad, running the Brookside Winery, used to buy grapes from the Cucamonga area, and one of the people he used to buy from was a company known as Post & Klusman. Mr. [John H.] Klusman then prevailed upon Dad, Mr. Biane, to come to the Cucamonga area to run the vineyards and the winery. At that time there was a little over 1,000 acres of vineyard and the winery was about a million-and-a-half-gallon winery. Later, or just a few years later, that vineyard and winery was then purchased by Garrett & Company.** This was Garrett's first move into the West Coast as a Southern California operator. That winery became known as the Virginia Dare plant or the Virginia Dare Winery, at Cucamonga.

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*In 1892.

**In 1918. See also pp. 47-48.

Biane: The manager of that winery was Mr. [L.R.] Weller. Mr. Weller was a nephew of Mr. [Paul] Garrett. He was the man who was very instrumental in having the growers of the Cucamonga valley produce good grapes that they could use in the production of their Virginia Dare products.

Teiser: Was Virgina Dare one of the Eastern wineries?

Biane: Yes. The original Virginia Dare plant was in South Carolina, then Penn Yan, New York. The original Virginia Dare was made from the labrusca grapes, Scuppernong being one of the main varieties that imparted the pronounced flavor to the Virginia Dare wine.

The Virginia Dare wine was the first wine produced in the United States that many wines have been patterned after that we know today as "light, sweet" wines. A very popular brand today is the Mogen David, and the Manischewitz type wines. Virginia Dare was the forerunner of these types of wines.

Now with our moving to the Cucamonga area in fall of 1916, Dad invested in vineyards, and then with the event of Repeal another winery was established in the way of a cooperative winery known as the Cucamonga Growers [Cooperative] Winery, of which my dad was president and my brother was production manager.

Teiser: And your brother's name is?

Biane: Was--Francois Biane, or Frank Biane.

THE PROHIBITION YEARS AND FRUIT INDUSTRIES

Biane: Before this happened, however, the establishment of Fruit Industries took place. Fruit Industries was composed of a number of wineries up and down the state of California, starting at the Asti winery*, which at that time was owned and operated by the Rossi family, on down to Southern California with the Italian Vineyard Company. Fruit Industries was born because of necessity, in trying to find a utilization

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*Italian Swiss Colony

Biane: for the wine grapes in the state of California rather than let them just hang on the vine with no use. Now the reason there was no use was that we had Prohibition and the wineries could not sell their products. The main thought behind this program was that the grapes could be made into concentrate and thereby kept in a fresh form, without fermentation taking place. And then later during the year, when a use for this concentrate was found, it could then be cut with water and converted to wine.

Now the method of doing this was to sell the product throughout the United States in the way of wine; however, it would be delivered to the consumer's home in the concentrated form in a barrel, then the water added at the home and then innoculated with wine yeast, and fermentation would take place and develop the reconstituted grape juice into wine. The concentrates were blended beforehand by the use of various varieties of grapes to produce the different types of wine that one may desire. A service man would come to your home and rack that juice off of the barrel and filter it and bottle it for you in your home, and you had wine. Whatever you may have ordered--port, muscatel, sherry, or burgundy, or sauterne.

This was a nation-wide marketing effort and it was successful because the wines produced were excellent. This was brought about by the formation of Fruit Industries, which was mentioned before, which was an effort to organize and to help the growers of California. It was sponsored in a way by the federal government; they lent this organization $20,000,000 to install the equipment to effect the concentration of the grape juice. At that time Mrs. Mabel Willebrandt was assistant attorney general for the United States, and she was also later the attorney for Fruit Industries. And so the company had a good relationship with the federal government in trying to take advantage of one part of a law that allowed each head of the family to make in his home 200 gallons of wine.

Teiser: And this was the effort in which Mr. [Donald D.] Conn was engaged?

Biane: Mr. Conn, and later Mr. [Walter E.] Taylor, brought it to its completion. Mr. Taylor was involved because of his association with the Community Grape Corporation of Lodi, and when Mr. Conn stepped away into other

Biane: ventures Mr. Taylor actually took his place as the general manager of Fruit Industries.

Teiser: Mr. Conn had started the California Vineyardists Association?

Biane: The California Vineyardists Association later became known as Fruit Industries, Ltd. My first recollection of Mr. Conn was as the head of Fruit Industries.

Teiser: I see.

Biane: At that time I personally had been in France studying wine making; upon my return to New York I received a wire from my father stating that Fruit Industries wanted me to go to work for them in San Francisco. That was spring of 1930 when I first started with Fruit Industries.

Teiser: Let me go back and ask you a little about your own experiences up to that time. Did you go through school in the ordinary way?

Biane: Yes. My schooling was normal in those days. I went to grammar schools in Southern California, and two years of high school at St. Mary's at Oakland. I was a boarder at that time, coming from Southern California. I completed high school in Southern California. Then I returned to St. Mary's for a year and a half of college. At that time I left school and went to France and studied the art of wine making.

Teiser: Where in France did you go?

Biane: I was living with part of the family that was still in France. Their home was in Auch, which is in the southern part of France close to the Pyrenees. It's between Tarbes and Toulouse. There my primary work was in the vineyards as well as the winery. I also worked in a small winery producing Champagne. It was there I learned the art of producing Champagne.

Teiser: You wouldn't have had experience with wine in this country because it wasn't...

Biane: It was Prohibition.

Teiser: So you knew about it theoretically, I suppose, while...

Biane: I had been associated and raised in a winery, which was still making wine, even though it was during Prohibition.

We must go back a bit. When we moved to the Cucamonga area I went to work for Garrett & Company, or Dad did. Prior to that the winery was run for one or two years by the Perelli-Minetti brothers. And during that time they were making wine and shipping it, as I recollect it, quite young (three months old) in 50-gallon barrels via water through San Pedro to New York. And this was during Prohibition, but it was handled through the kosher wine routes that were available to certain people at that time. Shortly after this period then Garrett & Company bought the vineyards and the winery and they then started operating with...

Teiser: The Perelli-Minetti brothers had owned it prior...?

Biane: No, they had leased it from Post & Klusman, and at that time Dad was the vineyardist as well as the winemaker for Post & Klusman, so he made the wines for the Perelli-Minettis.

And then when Garrett & Company became the owners, all of the grapes at that time and for a number of years were shipped to mid-West and Eastern markets for use in home wine making.

Teiser: You ceased making wine?

Biane: We didn't make wine for a number of years. All the grapes were shipped. This is now going back, as I recall same, to 1921, '22, '23, '24, '25, when the population of the United States was very affluent. This was before we had the crash of '28, '29, and the '30's. Prices of grapes were good and it was a means of operating a vineyard and selling your fruit at a very fine profit.

Teiser: What varieties did you ship?

Biane: We shipped all the varieties that we had at that time, which were the Zinfandel, the Mataro, the Mission, the Burgers, the Golden Chasselas. We even shipped the Blue Elba, which you don't even hear of any more. All of the grapes that we grew were shipable.

Teiser: That you had been growing all the time?

Biane: All the time. Now these were all wine grapes. None of these were table grapes, because in the Cucamonga valley where we were located in Southern California we raised nothing but wine grapes. No table grapes.

Then came along the years of the Depression and the sale of grapes then became difficult because most of the people that were buying grapes to make wine at home were the people that were mostly affected by the Depression. They were the foreign-born people that had come to the United States that were working with their hands (builders, carpenters, masons, et cetera), and they were the people that didn't have jobs any more. And so there was no market for the grapes because there was nobody with money to buy them.

So then we tried to devise a new way of trying to get our product on the market; at that time we started the production of wine tonics. Garrett & Company produced the Virginia Dare red and Virginia Dare white tonic. This was a dessert wine (port, or angelica) of 21 per cent alcohol; the alcohol was then slightly reduced by the addition of medicinal products such as beef extracts to increase the iron and other medicinal values. We also had to have a certain amount of total solids, which was generally derived through the use of corn sugar. These formulas were approved by the federal government as a medicine and as a tonic and were generally sold throughout the drug stores all over the United States. And we were not the only ones in the business. When I say we, I'm speaking of Garrett & Company. But the Italian Vineyard Company made a Guasti wine tonic; the Vai Brothers made a Vai Brothers wine tonic. And the era of wine tonic lasted up to the repeal of the Volstead Act.

Teiser: Was it consumed in quantity?

Biane: Yes. Because even though it was a tonic, it was drinkable. People did drink it. And there was a lot of it sold. Also, at that same time, we developed wine jellies; we developed the grape concentrate; we developed sweetened grape brandies that were used as a syrup; we developed wine vinegars. Anything that we could possibly think of for the utilization of the grapes. That was our main object because we were all involved in growing of grapes. Then, getting back to

Biane: my own personal history at this point, when I was through school, one and a half years at St. Mary's College, I went to France and studied there by working in the wineries and also working in a wine laboratory. And then upon my return from France I went to work for Fruit Industries--this was still during the Prohibition era; Prohibition had not been repealed.

Teiser: Could you see Repeal coming by 1930?

Biane: No, except that it was being talked about, and of course it was one of the platforms which President Roosevelt ran on--that if he would be elected, he would see that the repeal of the Eighteenth Amendment would come about. And at that particular time I had been working for Fruit Industries and we had gone into this production of wine in the home on a national basis, with headquarters in New York and Chicago and Los Angeles, and San Francisco. I was in the Chicago area and established the first outlets in the city of Milwaukee.

Teiser: Was there a trade name for the product?

Biane: Yes, Vine-Glo. And we had the labels, and we did a complete job in the person's home, even to the point of corking, putting the foil on, wrapping in tissue paper, and laying it on your shelf. And the price of a unit--which was a five gallon unit of, say, port wine, for instance--cost you $18.75 for the five gallons.

Teiser: My word! How many visits did the service man have to make?

Biane: Generally three visits and then its final completion. It was done very scientifically. We had a very fine chemist in Fruit Industries that established all procedures, Dr. [John R.] Eoff, who was originally, I believe, and had gained considerable experience with the Canadian Wineries, Limited, in Canada. And he was a scientific winemaker, with all the knowledge of chemistry and what it embodied. He was my first experience with this kind of a man. And he is the one that established the Fruit Industries laboratories at 82 Second Street here in San Francisco.

Through him we acquired a group of chemists at that point--Vic Enders, who later was associated with

Biane: Italian Swiss Colony; Mr. [E.M.] Brown, who later became associated with Shewan-Jones and then with Christian Brothers; Mr. Fellers, who became associated with Garrett & Company in New York; and possibly one or two more, and myself. Men that were possibly at that time, the best knowledgeable men available in the state of California to do what we were going to try to do. In putting things together to produce wines in the home.*

Teiser: Most of you had learned the technology of wine making outside of this country?

Biane: No, not necessarily. The men that I named, some of them had possibly learned in Germany, but other ones, I believe, were winemakers in this country prior to Prohibition or during Prohibition, making wines and tonics and things that were able to be sold during the Prohibition era. For instance myself, both this country and in France. So that was the type of men that formed the nucleus of the start of production for Fruit Industries.

THE POST-REPEAL YEARS

Biane: Then with the event of the repeal of Prohibition, certain of these people who made up Fruit Industries said, "Well, we are going to go on our own at this point; we're no longer going to continue to be associated with Fruit Industries." And Garrett & Company was one that pulled out in the original instance. The Rossis pulled out. Mr. [Horace O.] Lanza pulled out. And various different ones pulled out and went their own way at that time. And various of these men that I named as production men went with various of these people.

Teiser: So you really had formed a nucleus for the industry!

Biane: That is right. That is right. And then from that point on Fruit Industries went on, of course, to become the largest wine operation in the state of

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*See also p. 16 for mention of Emil Cherski.

Biane: California, under the guidance, from the standpoint of production, of Mr. [A.R.] Morrow, who had been involved with the California Wine Association prior to Repeal.

Teiser: Did you know Mr. Morrow?

Biane: Oh yes, I was Mr. Morrow's assistant.

Teiser: I thought I remembered that you were. It was 1941 that you become his assistant?

Biane: That's right.

Teiser: I hear varying views of him.

Biane: Well, I could give you my impressions of Mr. Morrow. I worked for Mr. Morrow for many years. I was brought to the San Francisco area and the San Francisco office of Fruit Industries in 1941, actually to understudy Mr. Morrow and to try to acquaint myself if I had the ability then to become production manager of Fruit Industries when Mr. Morrow stepped down. And Mr. Morrow had a great feeling for wine. Mr. Morrow knew the wines of the state. And to be production manager of Fruit Industries, you had to know and be acquainted with the wines of the state because you were going to bring those wines together and merchandise them as a unit or as a group of merchandising units going out. It called for the ability to blend wines of the state and for the complete utilization of all the wines produced in all the wineries.

Now you're getting into a multiplication of problems. Mr. Morrow developed, along with his technicians, the method of classification of wines. And this method was actually originated back in the early days of the California Wine Association. The California Wine Association was a very large organization that made and also bought wines throughout the state of California, bringing them in to one location, which was Winehaven, over on the Richmond side of the Bay, and shipping them from there all over the world. Now Mr. Morrow was associated with that operation.

My first recollection of Mr. Morrow was when he used to visit the winery at Brookside and come down and buy wine from Dad. He would come down and stay two or three days as a guest of the winery and go

Biane: through the cellars and buy certain wines that we produced at Brookside at Redlands. These wines were shipped to San Francisco.

Teiser: He was a discriminating buyer, I assume.

Biane: He was a discriminating buyer and he only bought the best. And he had an uncanny ability to pick out the best. And so Mr. Morrow was what I call a true wine man. He had a feel for wine. He had a feel of being able to bring wines together and make a real fine wine out of them. In Fruit Industries at that time we were crushing about 150,000 tons of grapes a year, and that was a lot of wine. We were bottling at that time close to 2,000,000 cases of wine. And they were being bottled in San Francisco, Guasti, Los Angeles, Chicago, and New York.

Now the production manager of Fruit Industries was the production manager of all of the plants. He had to have a certain ability to keep things running in all parts of the country through, naturally, his managers at the locations. But Mr. Morrow was a man that was recognized by the industry as being a man of great honesty, would always give the opinion of the evaluation on the wine, whether it be good or bad, and he had the complete respect of the industry. And I learned a good deal from Mr. Morrow through my working and association with him for a number of years. And after Mr. Morrow retired, then I did the work that he was doing for Fruit Industries.

Teiser: During these years, Mr. Taylor was part of the organization?

Biane: Mr. Taylor, during all this time that I've been talking about, was general manager of Fruit Industries.

Teiser: And what was his function?

Biane: His function as general manager was to coordinate the sales department, the production department, and he handled completely the financial end of the company and the legal details of the company, which were great at that time because of the various contracts that we had with all the member wineries, and keeping things in tow, and in position that we were always right from the standpoint of the federal government in all of our activities.

Teiser: You said that he had been a participant in establishing the organization?

Biane: Yes.

Teiser: How had he?

Biane: Well, Mr. Taylor was a member of the Community Grape Corporation of Lodi, which was one of the large contributors to Fruit Industries, and Mr. Taylor had previous experience in the banking industry and the canning industry, and of the handling of fruit and the handling of vegetables and the disposition of same through marketing, and he came to Fruit Industries with that type of a background. Our problem was not so much the production of wine as it was the marketing of wine. To establish the markets.

Now, however, one of the things that was a problem with Fruit Industries that we now see from hindsight was the multiplication of brands that we used. And that was brought about because each winery that was a member wanted its brand used. And so in New York, we had the Guasti brand, which was part of the Italian Vineyard Company. In Chicago, we had the F. I. brand, which was Fruit Industries. Here in San Francisco, we used a Greystone brand, which was part of the California Wine Association. Some place else we used a Winehaven brand, and some place else we used another brand, Cerrito, or others.

And consequently we were merchandising wines all over the United States, but failed to create one standard brand at that time. And that is the reason that Fruit Industries, I felt, really didn't gain the success in the market that it should have. Because of that one factor.

Teiser: When these wineries grouped together in this fashion, did they aid each other in working out problems of transition into Repeal?

Biane: Yes. Of course, Repeal was brought about, however, not completely through the efforts of the winery and the liquor people. However, they helped.

Teiser: I mean, adjusting to it.

Biane: Yes. Well, let me carry this one thought a little farther. It was a political move by President Roosevelt as one of his promises if he were elected that he would effect Repeal, which he did. Now, to get into business again--you realize that everybody was pretty well broke at that time because this was the tail end of the Depression. Fruit Industries was already an organization, trying to do something during Prohibition, so it was a normal thing for these people all to gravitate together and to continue to do something with an organization that they already had. Which they did, and it carried on, well, to this day. It's still operating today as the California Wine Association.

Teiser: Did they for instance pool information about how to get financing?

Biane: Well, the financing in those days was done through agencies that had been set up by the federal government through the Hoover administration through federal banks. Well, start with Commodity Credit [Corporation], your Federal Land Bank, your Production Credit, and your Berkeley Bank for Cooperatives.* Those were the financing institutions behind the grape grower and those involved with Fruit Industries. Our grape growing was involved with Production Credit Association. Our wineries were involved with the Berkeley Bank for Cooperatives. And Fruit Industries was involved with the Commodity Credit [Corporation]. And our vineyards were relieved from the commercial bank pressures by the loans being transferred to the Federal Land Bank.

Teiser: I see. Were all these available to an individual wine grower too?

Biane: The things that I have named were all available to any group of growers who wanted to get together to avail themselves of these programs.

Teiser: But it had to be a group?

Biane: It had to be a group. It had to be a cooperative. But not to avail yourself of the Federal Land Bank or Production Credit. The only time you then moved in

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*See also pp. 51-52.

Biane: to where a group was necessary was for your facility loan to build a winery, to process fruit the Berkeley Bank for Cooperatives came into play.

You now had the winery; what were you going to do with your merchandise? At that particular point it was so easy to say, "Well, let's go with this group, Fruit Industries, that are already merchandising all over the United States." So most of the wineries that belonged to Fruit Industries were cooperatives.

Rancho del Oso was owned individually by a Mr. Jack Bare, and A. Perelli-Minetti & Sons [was not a cooperative]. And I will also say, at that particular time, in the original instance, there were other individuals, as I remember now. Mr. Lanza was an individual; the Rossi people were individual; Shewan-Jones, Mr. [Lee] Jones of Lodi with the Shewan-Jones plant, he was an individual; the Italian Vineyard Company was a company. This was before Repeal.

Then after Repeal, many of the co-ops that I was naming came into Fruit Industries. The Sonoma County Co-op [Cooperative], the Napa Valley Co-op [Cooperative], the Calistoga Valley Co-op, the Lodi Cooperative, the Cherokee Vineyard Association, Woodbridge Vineyard Association, Community Grape Products, Delano Growers Cooperative, Cucamonga Growers Cooperative, were all members of Fruit Industries. You see, now, these cooperatives were formed and availed themselves of these financial opportunities that were available there for a grower to band together and to create a production plant and to join a marketing association.

Teiser: It was complex, and you have a clear recollection of it.

Biane: Well, I was involved with every step of it. I was part of it all the way along the line. I was sent by the company to France later on*, after the Vine-Glo situation and before the repeal of Prohibition, to study the bulk process production of champagne as done by--at that particular time--by the Charmat process. Mr. [Eugene] Charmat. And I purchased champagne equipment at that time for Fruit Industries and made all the necessary arrangements, and it was shipped into Canada. But then something happened along the deal that Fruit Industries did not finally pick it up at that time. And it actually came down

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*In 1932.

Biane: and was installed at the Vai Brothers plant in Cucamonga. And this was the introduction of the bulk process champagne to the United States. That was the first.*

Teiser: That was just after Repeal?

Biane: That's right. Right after Repeal. Then we did not get into it as Fruit Industries until later. I think it was probably '35 or '36 before we finally put in a bulk champagne operation, which we put in at the Guasti plant of the Italian Vineyard Company, of which I was in charge of production.

Teiser: Were you operating that at the same time you were working in a general capacity for Fruit Industries?

Biane: When I came back then after purchasing this equipment, I actually went to work for a member of Fruit Industries, which was the Italian Vineyard Company. With my experience in champagne I was employed to re-work and put into a marketable position the champagne inventories of the Italian Vineyard Company and the California Wine Association, who owned large inventories of champagne. These champagnes were all shipped to the Guasti plant where we employed the first transfer method. All these fine champagnes were put into a marketable condition.

Teiser: What condition were they in when you came there?

Biane: Well, it was just old, and it wasn't marketable...the corks were bad, the wire rusty. Some [bottles] had deposits. Actually it was the introduction of the transfer process, which is now very prominent in all the champagne houses. I was familiar with the process because I had done it in France.**

Teiser: What had been operating that winery? Who'd been in charge of it?

Biane: The Italian Vineyard Company?

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*See also p. 46. "The transfer system used in the industry today is done with patented German equipment first produced after World War II." M.A. Amerine

**See also p. 33.

Teiser: Yes.

Biane: Well, a Mr. [Emil] Cherski, who was one of the chemists that I forgot to mention in that other group of Fruit Industries production men. Mr. Cherski was a chemist, and a very fine one, with his education in Warsaw and his final education in the University of Southern California at Los Angeles. He first worked for the oil industry, but gravitated some way to the wine business at Guasti, as chemist for the Italian Vineyard Company. He was also a registered pharmacist. Mr. Cherski was one of the better-educated chemists that the wine industry was fortunate in having. And he was part of Fruit Industries and was with Fruit Industries until his death, working right here in San Francisco.

Teiser: Is Mr. Strud his nephew?

Biane: Yes, Mr. Stanley Strud was his nephew.*

Now we haven't talked about the board of directors of Fruit Industries or the men that were involved and were very instrumental in bringing it about and making it a strong company. W.A. Spooner, director from Community Grape Corporation, Lodi; A. Perelli-Minetti, director from A. Perelli-Minetti & Sons, Delano; Elmer J. Shinn, director, Cherokee Vineyard Association, Lodi; Lee Shelford, director, Sonoma County Cooperative Winery, Windsor; George W. Feil, director, Florin Winery Association, Florin; Frank J. Biane, director, Cucamonga Growers Co-op [Cooperative] Winery, Ontario; Jack V. Bare, director, Rancho del Oso, Woodbridge; W.L. Kiggens, director, Delano Growers Co-op [Cooperative] Winery, Delano; Fred Snyde, director, Woodbridge Vineyard Association, Bradford; J.N. Ballantyne, director, Lodi Winery, Urgon, California.

Teiser: Did you have a good deal to do with the Guasti family?

Biane: Not too much. I knew Mrs. [Secondo] Guasti, Sr. I did not know Mr. Guasti, Sr. personally, because he had passed away about the time that I had come back from France.** Mrs. Guasti, however, was there for

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*Stanley Strud died August 21, 1966.

**Secondo Guasti died in 1927.

Biane: quite some time, and I knew her. I also knew her son we called Sec Guasti at that time. However, he died shortly afterwards,* just a months after Repeal. And the reins of the Italian Vineyard Company then were handled by Mr. [James A.] Barlotti.

Teiser: Mr. Perelli-Minetti was somehow...

Biane: Mr. Perelli-Minetti was involved in there only from the standpoint of a consultant on the vineyard operation. Mr. Barlotti was the president and general manager of the Italian Vineyard Company, and he was the representative on the board for Fruit Industries. And then shortly after that, after a few years, a Mr. [Nicola] Giulii, who was the brother-in-law of Mr. Guasti, became president and general manager of the Italian Vineyard Company, and he withdrew the Italian Vineyard Company from Fruit Industries.

Teiser: Why?

Biane: Well, he thought they could do better on their own, and which he did try, and they operated for a number of years but really were not successful from a merchandising standpoint. About this time** the Italian Vineyard Company was sold to Mr. Lanza, all of their vineyard holdings and the winery. However, that portion of the winery that belonged to Fruit Industries was never sold because Fruit Industries had acquired the aging and finishing cellars and various other buildings and 12 acres of land. Mr. Lanza operated the winery for a number of years and then sold it to Garrett & Company.***

And Garrett & Company--when we talk about the vineyards, we're talking large acreages, you know, four and five thousand acres. They really were real estate investments, more so than wine investments. And those people were very far-sighted in their thinking, Lanza and Garrett, but they just couldn't hang onto the situation long enough for it to materialize on a real estate investment. But then

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*Secondo Guasti, Jr. died in 1933.

**1943

***1945

Biane: after Mr. Lanza sold to Garrett & Company, Garrett & Company were operating nation-wide, with plants again in Penn Yan and in New York and at Guasti and Cucamonga. Due to internal problems they decided to cease business. It was a family business, and they decided to cease. The old Italian Vineyard holdings were then sold.

The land was sold to an investment firm known as Vina Vista, and the winery was leased to Alta Vineyards. Alta ran it for a year or so--Mr. Bev [Beverly W.] Goldthwaite of Alta Vineyards. Mr. Goldthwaite was an enterprising man that liked to put things together, and he at that time put his winery, near to Fresno, the winery known as Cameo Vineyards, and the Italian Vineyards Company--which was then run as Alta Vineyards--into the Guild* operation. And Mr. Goldthwaite became a guiding force in the Guild association. And the winery continued to be run by the Guild at the Guasti location up until a year ago, and then the plant was dismantled. But Mr. Goldthwaite was very instrumental in part of the development of the California wine industry after Repeal.

Teiser: My, there've been a lot of people who have put money, effort, planning...

Biane: Oh yes. In the original instance of Fruit Industries, of course, Mr. Lanza was in and Mr. [A.] Setrakian was also part of the organization at one time. Many, many of the people in the wine business at one time or another were associated with Fruit Industries.**

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*It operated under the name Wine Growers Guild until 1959, Guild Wine Company thereafter.

**For further discussion of Fruit Industries in the early period, see pp. 24-25.

SOUTHERN CALIFORNIA WINERIES

Biane: Now we get back to Southern California a bit, with some of the wineries down there in my recollection. We had the San Gabriel Vineyard [Winery], which was run by the Dimateis family.

Teiser: May I interrupt you for a minute? Your family is one of the few French families in the California wine industry. The de Latours and Mirassous are the only others I can think of.

Biane: That's right. There are very few of the French.

Teiser: Are there others?

Biane: Well, yes, in Southern California we had another small winery and vineyards that belonged to Mr. La Fourcade, that was a French family, but they did not come back into the wine business after the event of Repeal. They had quite a large vineyard in the Cucamonga area and a nice winery in the Rochester district of Cucamonga. Mr. La Fourcade worked at Brookside in Redlands for a number of years before starting his own vineyards and winery. But as you say there were not too many French families involved in the wine business.

Originally, yes, Mr. [Jean Louis] Vignes of Los Angeles was one of the first with commerical vineyards and winery. There were several German families in the original wineries in and around Los Angeles and Anaheim. When the wine business really came into being, it came in because of the large immigration, or the influx, of the Italian people in the 1880's. The French were the first people to follow the Spanish to Los Angeles. There's a lot of French history in Los Angeles. They started the French hospitals and had a French opera association, also a French newspaper, L'Union Nouvelle. The original French people had a desire to return to France. They would come to the new world, would establish a good business, then they would go back to France to retire, either selling the business or turning same over to the younger generation. That happened throughout all of my family. Theophile Vaché I went back to France when his nephews took over.

Teiser: When did he return to France?

Biane: I don't know the exact year he returned. I have many French letters at home from France, communication between the families, and I might be able to determine that. But I would think it must have been right around 1850, somewheres in there, when he went back to France. The family came from Ile d'Oleron. Part of the family always remained there, continuing to operate a winery, a concentrating plant, and a vinegar plant. This is a small island off the coast of Bordeaux.

Teiser: But he'd come in 1832?

Biane: Yes.

Teiser: How did he happen to?

Biane: Well, the French were coming in through Mexico, you remember. France came into Mexico with Maximilian, and that must have been in the late 1700's and the first part of the 1800's. So many of the people from France come into California through Mexico.

Teiser: And that's how he would have come to Monterey?

Biane: No--he had friends that came in via Mexico. He came via sail ship around the Horn of South America to Monterey, California. My grandfather and his brothers, which were my great uncles, all came around the Horn. They came to join their uncle, who was the Theophile Vaché [the first] who was here before them. After the younger men took over the business, he returned to France. Of the younger men, the only one that stayed here, that actually died here, was my grandfather Adolph. His brothers all returned. He is buried in Santa Monica.

Not only was that peculiar of my family but it was peculiar of many of the French people who came here. I think Monsieur Vignes also went back to France. He sold his wineries to his nephews and went back to France. And so that was more or less a trait of the French people; they came and they did and they created, but they didn't stay. I mean, they'd turn it over and then went back home to France. Whereas the Italians, when they came, they came from a different type of people, as I've been able to

Biane: observe it. They were people of a different category than the French people. Most of the Frenchmen that came over were very well-educated men and they were knowledgeable of various sciences and agriculture and were from well-to-do families. Whereas the Italian immigration that came over were working people that worked in the vineyards, and were very shrewd and smart people that bettered themselves and went on to great and big things in the United States.

Teiser: Well, thank you. I asked you to digress. You were starting to tell about the various Southern California wineries that you knew. And you were talking of the Dimateis...

Biane: The Demateis family had a winery in San Gabriel, it being one of the older California wineries; they were related to the Vai Brothers. Jim and John Vai had a large winery in the Los Angeles and the Cucamonga area. They had come originally to be associated with Mr. Guasti of the Italian Vineyard Company. Mr. Claudio Ellena came, establishing his vineyards and winery in northeast Cucamonga. He came to California via Australia. Mr. Guasti at one time worked for Mr. Ellena in Italy. Through correspondence Mr. Guasti persuaded Mr. Ellena to come to the Cucamonga area to establish his vineyards and winery.

Some of the wineries started after Repeal, like San Antonio Winery that's in business now; they started after Repeal, really as a small winery, and have kept on. The Filippi family in the Cucamonga area have a nice operation now; also they started later. Again they came into the area through Mr. Guasti and the Italian Vineyard Company and were associated with them and then went on to their own operation.*

Teiser: Is it valid to make a comparison between the Southern California wineries and the Northern California wineries?

Biane: Yes and no. The Northern California wineries were established at a later date. They were a different

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*For further discussion of Southern California wineries, see p. 28.

Biane: type of winery than the Southern California winery. The Southern California wineries established themselves and catered mostly to the Southern California market, as well as to eastern market. Southern California was the birthplace of the wine industry of the state. The vineyards have moved around a good deal in Southern California because of the rapid growth of the Southland. The first vineyards were in Los Angeles, then Anaheim, then San Fernando, then Santa Anita area, and then out to the Cucamonga area. We had the fringe area out into the Redlands, Beaumont, Yucaipa districts.

Many of the Southern California wineries were large wineries. Take the Post & Klusman winery--later became Garrett & Company--and the Italian Vineyard Company, at one time, were the better known wineries in the state, merchandising their wines nationwide. The only one winery in Northern California that came close to this extent was the Italian Swiss Colony winery. Then the California Wine Association and those wineries involved with it became very strong--the two big giants of the state were Guasti (Italian Vineyard Company) and the California Wine Association. Mr. Guasti's Italian Vineyard Company, with its 5,000 acres of vineyard, was the largest vineyard in the world under one ownership.

Teiser: Was there any difference in the type of wine they were producing?

Biane: Yes. The Northern California wineries tended to produce dry wines exclusively, whereas the Southern California wineries produced dry wines and dessert wines, both. In the early days, as I remember it, there was no division between the North and the South--or it wasn't talked about--which area produced the best wines. It was just California wine. The distinction of area came into being quite a few years after Repeal. It was when the North Coast county wineries banded together and formed their association and had a public relations program that promoted the North Coast wineries. It was very effective and set them up as being something different from the balance of the state. At one time that distinction did not exist.

Teiser: About when did that come in, then?

Biane: Well, I think that period must have come in as late as 1946-7-8; right in there, in the '50's was when that distinction came into being. When we were operating as Fruit Industries, there was a distinction, and we did have premiums on wines presented by various companies, but our Southern California wines in the dry wine category brought just as much on a relative value into the Fruit Industry pool as the wines from Northern California. Now what didn't bring quite that relative value was the wineries from the San Joaquin Valley.

So there wasn't the distinction that the people have in their minds today. And I don't say that the distinction does not exist; it does exist because it was brought about by the University in establishing the various regions we have in the state, I, II, III, IV, and V. And the production of wines by region gives you a different category or constitution of wine. Regions I, II and III are the dry wine regions, and IV and V are considered the dessert wine regions. Now Southern California comes into Region IV, the same as Lodi, and V is the San Joaquin Valley. So that helped to establish a distinction between the areas and the wines that they may produce. Now we don't all agree with that. And Dr. [H.P.] Olmo of the University of California has been very busy in developing grapes that will make very good dry wines in <u>all</u> areas, in the Region V, Region IV, Region III, and so on. So these things will change as time goes on.

Teiser: Some people believe that you can grow good dry wine grapes anywhere.

Biane: By varying your locations and your conditions and your elevations. Well, we're now developing an area in Southern California that's even further south than the Cucamonga area, at Rancho California, Temecula, and we are in Region II and III there.*

Teiser: I see. Because of the altitude?

Biane: Well, because of the climatic conditions created by altitude, terrain, the proximity of the ocean, et cetera. As we progress, things change in the wine industry.

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*See also pp. 56ff.

Teiser: People try things that they thought weren't possible before, is that it?

Biane: That's right. Well, we just learn more about it all the time. And conditions--necessity is the mother of invention, you know, and so you get pushed out of one place, you go to another. We're literally being pushed out of the Cucamonga area at the present time, so we are seeking out other places to raise grapes and put our winery because of urbanization.

Teiser: How long were you with Fruit Industries?

Biane: I was with Fruit Industries from 1930 to 1952.

Teiser: Until just after Mr. Taylor left?

Biane: Yes, Mr. Taylor left, and then I left shortly after, about a year later, or six months later.

Teiser: Have you now discussed pretty much of what was important up to that time?

Biane: Yes, pretty much up to that time. We've gone through the people involved, with Mr. Morrow, Mr. Taylor, Mr. Bare, who were the forceful men of Fruit Industries, the people involved in wine production, viticulture and finances. However, I have not dwelled on the marketing phase, which I think should be brought in at this time.

Mr. Paul Garrett of Garrett & Company had a sales organization. So you might say that the Fruit Industries sales force was inherited from Garrett & Company. Mr. Hugh Adams of Chicago was general sales manager, and Mr. Hall Adams of New York was eastern sales manager. They and their people, who were originally Garrett people, then became the sales force of Fruit Industries under the guidance of Mr. Hugh Adams of Chicago. All of the merchandising throughout the United States was done by them, and it was very successful. Incidently, Mr. Hugh Adams was one of the organizers and president of an organization that still exists today called Wine and Spirits Wholesalers of America, W.S.W.A.

We had very strong representation in every monopoly state. A monopoly state is a state that sells wines and spirits direct to the public; the

Biane: state acts as the wholesaler and retailer, thereby creating a revenue for the state. We operated in all 17 monopoly states. So Fruit Industries grew with the wine and liquor industry of the United States.

BRANDY AND SURPLUSES

Biane: One important factor I think should be mentioned, because we were in the production of concentrates and had same on hand. When we were sure that Repeal was going to be a reality we converted a million gallons of concentrate into brandy. With the event of Repeal, Fruit Industries had the largest brandy stocks in the United States.

Teiser: Was Guasti an early brandy producer?

Biane: Yes. Part of this brandy was made at Guasti. We made 400,000 gallons there, and the Community Grape Corporation in Lodi made 600,000 gallons, a total of 1,000,000 gallons of brandy. Those brandies were sold at that time under the A.R. Morrow brand, Community Brandy, Victor Hugo, and various brands. Again, we had various brands of brandy, as we did our wines. But that was an important part of Fruit Industries, and it was really the start of the brandy business of California, which I feel is just coming into its own now, with the efforts of many of the people now in the brandy business.

Teiser: Was that a set-aside?

Biane: Oh, you're talking about the grape prorate in 1938.

Teiser: That went into brandy?

Biane: Under the law, if you crushed 100 tons of grapes, if I remember the figures right, you had to produce 15 per cent of it into alcohol (high-proof), 35 per cent into beverage brandy, and 50 per cent into wine. And it literally took one half of the grape crop off of the current market. You had to comply. If you couldn't do it, you had to haul the wine over to your neighbor's so he could do it for you. Or he made it, and you exchanged. It was the grape prorate,

Biane: yes, and we had to all adhere to it.

Teiser: Did it produce any good brandy?

Biane: Well, everybody had to produce brandy if they had a still, and those that produced good brandy, produced good brandy, and those that didn't, didn't. It was an unfortunate situation. However, the brandies could be tested and tasted and were classified and evaluated, and finally the good brandy disappeared first and the mediocre brandy remained.

Fortunately for the brandy, the war came along, and people who were far-sighted bought up all the brandy certificates. A lot of the brandy was then re-distilled and cleaned up and made into good brandy. It was all sold during the war years. I'm speaking of World War II--that was the beginning really of the brandy industry of the state of California. It really didn't start to blossom until that time. And the reason it did was just because there was a shortage of spirits made from grain, because it was against the law to make it from grain at that point. It all had to go for food. And actually the distillers were using their stills to make alcohol for the war effort rather than for beverages. But brandy could be made and sold, which was done at that time.

Teiser: I see. Was that the beginning of the public taste for California brandy, do you think?

Biane: Yes, that was the beginning of the public really taking to brandy, and brandy really being sold in a big way.

Teiser: Christian Brothers went into it first in a big marketing program?

Biane: Well, it was actually Seagram's that came in and bought up those certificates, and they owned the brandy. And then they made an association with Christian Brothers, and this brandy was then merchandised as Christian Brothers brandy.

Teiser: It was quite good as I remember.

Biane: It was very good. And that association still exists. And Fromm & Sichel, who are the national distributors and handlers of Christian Brothers brandy, were also

Biane: involved at that time. It was a very fine thing for the brandy industry and for the grape industry because of the utilization of the grapes of the state of California.

Teiser: I see. Does that tie in then with this current trend in brandy production?

Biane: Yes. Well, from that point on, the brandy has continued to become more and more popular an alcoholic beverage in the United States. And its rate of consumption has increased every year, similar to the wine consumption. So all in all that brought the prorate year to a happy conclusion. Throughout my lifetime, with the exception of during the war years or during a frost year, grapes have been in surplus in the state of California. We were always dealing with a commodity that was in surplus. And it's a difficult thing to handle. It is no longer true today. Consumption has finally caught up with production.

Teiser: If you make wine out of surplus grapes, then you have a high storage cost in relation to the value of the inventory?

Biane: No, by there being a surplus of grapes, the demand is not there, and the cost then is of a lesser amount; therefore, your commodity becomes a cheaper commodity, and it gets down to the point where nobody makes money. The grower didn't make money, the handler didn't make money, the winemaker didn't make money; no one made any money out of the thing.

So when you're dealing with a surplus commodity, or a commodity that is always in surplus, which the grapes have been in the state of California--we've grown them faster than we could utilize them in the raisin channel, the table channel, and the winery channel--and so therefore, we've had a difficult time in merchandising because it's always been that we had too much to sell.

Teiser: But if you have a growing brandy market, it relieves...

Biane: It utilizes grapes.

Teiser: Any number?

Biane: Any number. Anything that utilizes grapes has a

Biane: tendency to relieve this surplus, and once we get in balance, where the grapes are not in oversupply, but sufficient to supply the fresh table market, the raisin market, and the wine market, then we have a stable market. Today we do. So this has been the evolution of the grape industry in California because grapes grow so well in the state of California that many people plant them, and we actually had more than we could use. But that's getting a long way from our history.

Teiser: No, it's certainly part of this whole picture, and you've brought it up to date.

Biane: Getting back to Southern California and some of the people there, we had several areas in Southern California which might be of interest. We had an area in Escondido. There were a number of small family wineries in Escondido, which raised very fine Carignane grapes, which were probably the best that there were in the state, made a delightful red wine. They also raised--

Teiser: What period are you speaking of now?

Biane: I'm speaking now of pre-Prohibition, actually a little bit during Prohibition, and right after Prohibition. And we also raised a very fine Muscat grape in Escondido, very, very flavorful. Those were the two grapes it was best known for. Then we had naturally the Cucamonga, Guasti, and Etiwanda area in Southern California. A bit in Los Angeles, but not too much there. A little bit in San Diego, in the southeastern part of San Diego [County], but again not too much in there. However, as I mentioned before, the wine industry in Southern California has survived, but the pressures of urbanization have been very great on it. It has moved around in Southern California more than it has in any part of the state. When you think--it started in Los Angeles, Anaheim, and San Fernando, and then finally ending up in the Cucamonga-Guasti area, and now they're finding it difficult to stay in that particular area.

Now, getting back to Brookside. In 1952 or '51,* when I left Fruit Industries--

Teiser: I believe there were changes in Fruit Industries about

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*1952. See page 49.

Teiser: that time. Do you want to discuss them at all, or now, or later?

Biane: We can discuss them now if you like.

FRUIT INDUSTRIES CHANGES

Biane: The change in Fruit Industries was brought about by a change in management, I would say, and because of age of people that started Fruit Industries, along with new ideas and new things coming into being that called for a change. The change involved management.

Mr. Morrow had stepped aside and I had taken his place. Mr. Taylor was still the general manager. Mr. Hugh Adams, our sales manager, had passed away in Chicago, and in an interim period, I had also some of the duties of sales manager. Mr. Hall Adams in New York was getting along in age, and we had made a change there, put in a chap by the name of Mr. William (Bill) Martin in the New York operation. And then the board of directors of Fruit Industries thought that perhaps because of these changes taking place that there should be further changes, and some of the people in management didn't agree. Mr. Taylor at that point resigned.

Teiser: Someone told me that Mr. Taylor at that time had drawn up a recommendation, which was not accepted, and that it was then that he resigned. But that, since, it has been proved that his plan or whatever it was, was valid. Is there any...

Biane: Well, yes, that is right more or less. I think probably one of the bones of contention may have been myself. Mr. Taylor, I believe, had recommended me for the general manager of Fruit Industries, and that was not acceptable to the board. The board wanted me to stay as production manager, which I did. In other words, I stayed on after the change, and at that particular time, Mario Perelli-Minetti became the general manager of Fruit Industries, and the company continued to operate with making changes in the sales department and others as the new board policies dictated. Now, the plan that Mr. Taylor presented that you mentioned as not acceptable, it's

Biane: hindsight on our part to say that it would have been successful if it had gone through, or wouldn't be. It's not for me to say. Some of us say, well, if this is going to be the case, or if things are going to change in the company, then perhaps we should not be associated with it any longer, which was my problem. At that time I felt if I was ever going to do anything with our portion of the family business, that I had to do it then, or it would be lost. I then decided to return to Guasti and to proceed with our winery again under our own management and our own brands and our own identification rather than be associated with an association such as Fruit Industries or California Wine Association. That's what took place.

Many of the other member wineries have since elected to leave the ranks of Fruit Industries. It became an economic problem where you could receive the most for your grapes. So with the change in personnel, over a period of years you get a different viewpoint and a different evaluation in desired accomplishments. Fruit Industries, because of various wineries no longer being members, has become smaller but has still maintained the brands and the operation as the California Wine Association.

Teiser: The label matter that you mentioned: Did they not then go to fewer labels?

Biane: Yes. At that particular time the California Wine Association embarked on the label called Eleven Cellars. That was versus a label I was promoting at that time as a national label called Ambassador and Ambassador Reserve. And I don't think our Ambassador would have been any more successful than Eleven Cellars, I don't know. But the Eleven Cellars has been their main label and has carried on for many years. However, it's never become a strong label in the market. And California Wine Association, even though they knew the problems that existed, have still continued to use various labels in various markets.

Teiser: That must take away a great advertising capacity.

Biane: It does. We have seen what Mr. Gallo was able to do by one name, and... But you've seen a little bit of that as well in United Vintners, with the Petri family and with the conglomerate that they put together

Biane: with many wineries involving many labels. And of course where that is going to go with the new owners of that* and with the new managers and operators will remain to be seen.

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*Heublein, Inc.

(Interview #2 - August 19, 1969, at the Brookside Winery, Old Guasti. Morning.)

GUASTI

Teiser: Shall I ask some of the things that I thought of while we were going through the winery just now?

Biane: Yes.

Teiser: Well, for a general description of the building first?

Biane: Well, this building was built in 1904 by Mr. Guasti.

Teiser: That's Secondo Guasti, Sr., is it?

Biane: Yes. That's Secondo Guasti, Sr. And it's built of granite stone. This stone was all brought down to the valley from the mountains, a distance of some twelve to fourteen miles. The building is 600 feet long. The walls are three foot thick at the base and are 23 foot high. What we call Cellar #1 has no post in it, and the building being 100 foot wide gives you a very good span. The trusses at 23 foot height allowed the building of large tanks within the cellar without being bothered by the post. Cellar #2, also 200 by 100 feet, joining Cellar #1, does have posts. However, it's used for a different purpose, with smaller tanks in this particular building. And then Cellar #3, which is again 100 by 200, has a basement under the whole 200 feet underneath, as well as having the upper building. So this makes a total of three buildings, numbered Cellar #1, Cellar #2, and Cellar #3, and Cellar #4 for the underneath portion or the cellar portion.

Teiser: Do you mind if Miss Harroun shoots a few pictures while we speak?

Biane: No, no.

This [Cellar #2 building] is one of the larger buildings of this type of structure. All of this stone was hauled down by teams of mules from the mountains, and then it was put together here, not necessarily with the type of mortar we're using today, but it was mortar consisting of mostly lime and sand and very little cement, because the cement at that time had to be brought into California from Germany as there was no production of cement in California at that time.

Teiser: Have you ever had to do anything to it?

Biane: No, the walls and everything have withstood all of our earthquakes and everything here that we have had during the years. After all, it was built in 1904; these buildings are now 65 years old. So they're unique buildings.

Teiser: And beautiful. You described how they used to bring the barrels up from the basement when you first...

Biane: Oh yes. The basement that I was referring to underneath Cellar #3 used to store a lot of barrels of wine, and in the old days they used big barrels holding 160 to 180 gallons of wine. There were steps going down into the basement, and it also formed a ramp. And ropes used to be attached to the top of the ramp, brought all the way down, go around the barrel, and brought back up again and attached to a team of mules. And then the mules would walk out, and as the rope came up it brought the barrel up to the top of the ramp out of the cellar with the use of a team.

Teiser: About what year are you speaking of?

Biane: Well, this went on from the start of the winery, which should have been right around 1905 and '06, and must have carried on until some time in 1916 or '17, when a small elevator was put in. It was a very small elevator. And then in 1937 or '38 we put in a larger elevator, an electrical elevator that's in use now.

Teiser: Is this the winery where you worked as a young man?

Biane: That's right. At that time this winery was being operated by Fruit Industries. The Italian Vineyard Company was a member of Fruit Industries. My father at that particular time was the winemaker and the superintendent in charge of the Guasti operation for Fruit Industries.

Teiser: Which was owned by Fruit Industries as a whole?

Biane: Yes, as a cooperative. I went to work here in April 1932. I was in France at the time, working in a champagne house in southern France in a little town by the name of Auch.* Fruit Industries was being formed then, and so they were looking for somebody with a knowledge of champagne to work over and prepare for market the champagne that had been laying in these cellars since Prohibition was enacted. Both the California Wine Association and the Italian Vineyard Company had several hundred thousand bottles in this position. All of that champagne was shipped here to Guasti and my brother and I went through it and we did a lot of reconditioning; we did a lot of emptying the bottles, refermenting the champagne and redoing it completely again and recaptured all of that champagne for these two companies. And some of the brands are still in existence today.

The California Wine Association still has the Asti Rouge champagne, which was the sparkling burgundy label, and the Golden State champagne, which was the white champagne. Those labels are still in existence today.

Teiser: I was interviewing Mr. Block** briefly the other day, and he was mentioning the Golden State champagne. I think he had handled it.

Biane: Yes. He came down here to visit me after he left you, and he told me that he was visiting with you.

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*See also p. 14.

**Sydney J. Block, New Orleans distributor of California wines.

ADVANCES IN EQUIPMENT AND TECHNOLOGY

Teiser: You were explaining to us just now the cooperage that you have here from early to late.

Biane: The cooperage that you'll find in wineries throughout the world is more or less adapted to the local area. In California when the wineries were first started here, people that were in the wine business had come from France or Italy or Spain, and there they used oak cooperage. And they had shipped over to California either the oak wood or the barrels themselves to be used in the wineries.

Then, later on, it was found that the redwood tree of California did not impart a disagreeable taste to the wine. Therefore the California redwood could be used in making a container, which was a tank. And due to the size of the redwood and the straight timber that it produced, large tanks were then made, and they were really the first large tanks used in the wine business in the world, because of finding the California redwood would not impart taste. We had tanks made of redwood here in the California wine industry holding a hundred thousand gallons of wine. Now that's a very large tank of wine, a hundred thousand gallons, though it is not uncommon to find throughout the wine industry tanks holding from ten thousand to forty and fifty thousand gallons of wine.

Now we have, at this winery here, the oak tanks that were brought from Europe, oak tanks that were made in this country from oak grown in Tennessee and Kentucky and shipped to San Francisco and made into barrels and casks, which are large oak tanks, however in the shape of a barrel. And most of these were made by Windeler* of San Francisco. You'll find those tanks in this winery here, and you'll find the redwood tanks, and you'll also find the stainless steel tanks.

Now the stainless steel is being used extensively in the wineries of California and other countries of the world because the production and the manufacture

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*The George Windeler Company.

Biane: of stainless steel is now done in a more reasonable fashion, so that we can afford to use stainless steel in the winery. Some wineries of the state are using them as storage tanks. Many of the wineries, such as ourselves, are using them for working tanks.

Teiser: You mentioned something about the welding?

Biane: Yes. The new type of welding developed, I suppose for the space age, which is called Heli-Arc welding, which is a combination of electricity and gas. The new tanks are what we call butt weld, where the metal is joined metal to metal with no lapping of the metal. And this creates a nice smooth surface, no danger of bacterial contamination by the wine getting in between the metal. And they have proven very satisfactory and are being used now extensively.

Teiser: I notice you have many filters of various ages. Has there not been some improvement in the whole filtering process?

Biane: Yes. The filtering of wine has always been something that is the winemaker's dream. Before the advent of electricity or the advent of wine pumps, which doesn't go back too far, you did not have a means of conveying wine through a filter other than by gravity. And the original filters that I remember were all gravity filters, where you elevated your wine and then you passed it through a mass, generally it was a washed fibers pulp. This did a fair job of filtering.

Teiser: What kind of pulp was it?

Biane: Well, this was a cellulose pulp, made from a mixture of wood, cotton and wool. We used to wash the pulp and then press it and then put it back in the filter again. It did not do a good job of filtering. And it's because of this that the people of Europe accepted wine with a sediment in it, because they were never able to filter the wine to such an extent to eliminate all of the solids that might eventually precipitate in the bottle.

From gravity flow there we went to pumps in the winery that would pressurize the wine against a filter pack. At that time there was developed filter papers and filter pads. We learned to use

Biane: different filter mediums. The one that is the most prevalently used in the winery is diatomaceous earth, which was actually discovered and utilized by the oil companies, prior to its use in the winery, for the filtering of oil. And today diatomaceous earth is still used in the winery for rough filtration.

Then the filter presses came into being, and they are used with a prepared pad made of paper and asbestos. And then this is put together quite tightly, and you can get various viscosities of these pads for a tightness of filtering, to where you can today actually filter wine free of bacteria just by filtering same.

Teiser: Then this ties in with changes in pasteurization?

Biane: Not necessarily. The elimination of pasteurization in the wineries has developed by sanitation, more so than anything else.

Teiser: When you first knew winemaking, was pasteurization used?

Biane: Pasteurization was an accepted method at that time of effecting keeping qualities in the wine by destroying any bacteria that might be in the wine by pasteurization. Now the ill effect created in the wine at that particular point was the application of heat that caused the wine to oxidize much more rapidly than it should and give it a slight off taste that was not normally found in wines that were not pasteurized.

As sanitation methods kept getting better and better in the winery, and the knowledge spread throughout all the winemakers of California on how to handle wine and how to prepare and keep their wines (the efforts of the University of California helped a great deal), it's very rarely that we have a wine that might be contaminated with a bacteria that is not desirable. And if it were to happen, then the answer is pasteurization. But wineries go--I know many wineries including ourselves--we might go four or five, six years and never have to pasteurize a wine, because there's no necessity of it. So today pasteurization in a winery is not something that is used commonly. It's something that might rarely be used.

Teiser: Mr. Edmund Rossi spoke of the use of sulfur compounds. I suppose by the time you came into the industry they were established.

Biane: Well, the use of sulfur in wine was developed by the French and the Germans. And it was one of the first things chemically used in the wine to give the wine keeping qualities. It was a simple thing that it did. It displaced the oxygen in between the molecules of the wine with sulfur dioxide, which eliminated the oxygen at that point; the bacterial or yeast growth was impossible because of the lack of oxygen. Now, the French found the use of a sulfur compound that was mined from the soil, and you were able to melt same, turning it to a liquid, and put it on strips of cloth and burn it within a tank or in a barrel and fill the barrel with sulfur gas, then introduce your wine which absorbed the sulfur gas.

We found that with the normal use of this, it was not injurious to health. But with the abnormal use that developed in France and Germany, where they got up to 450 parts per million of sulfur in the wine, and where it was the nature of the people to consume large quantities of wine, there developed an effect on the kidneys of the men that were drinking large quantities each day. They found it necessary to pass laws in France and the United States establishing the amount of sulfur that you could have in the wine. And at the present time the laws in the United States are, I believe, at 300 parts per million.*

Teiser: Have other techniques lessened the necessity for sulfur then at the same time?

Biane: Yes. Now we have found other methods and products that are less offensive than the sulfur to maybe some people's palates; it is no longer necessary to use the amounts of sulfur that we used to use. But when it was the only thing we had back in the early 'thirties, it was used a great deal.

It's still used today for certain controls, but not nearly in the quantity that it used to be. The wines of today do not carry large amounts of sulfur. It used to be one of the reasons one uncorked wine and left it stand to breathe for several hours before using it, so that the sulfur dioxide gas could escape from the wine thereby not being offensive when consumed.

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Teiser: Is that why wine is allowed to breathe!

Biane: You see, sulfur is in the wine in actually two forms. It's in a combined form, which means that it is combined with all of the other elements of the wine and it is part of the wine. And then it's also in a free form that hasn't combined, and it's laying in between the molecules composing the wine. When you taste a wine or smell a wine and you smell sulfur, you smell the free sulfur. Now if you allow it to be exposed to the air, the free sulfur will escape, and the wine will then not be so offensive to smell or taste, because you don't smell or taste sulfur that has combined.

Teiser: I think I asked you to diverge when you were speaking of the tanks. The concrete tanks--you told us when we were in the winery what you used the concrete tanks for.

Biane: Yes. The concrete tanks were developed originally in North Africa, because there they had no wood. They developed very large vineyards and wineries in North Africa. They knew how to form and make concrete very strong, and so they developed concrete tanks generally in sizes of 30 to 75 thousand gallons capacity. They were generally built as a square tank because of the ease of forming, and these were good containers for the holding of the wine. Generally the tartaric acid would precipitate out of the wine and would adhere to the sides of the tank and coat the tank, so that actually the wine did not come in contact with the cement after it was in use for several years.

Other countries developed a different method. Australia, for instance, after the tank was built and allowed to stand for a year, thoroughly dried out, they would go in and heat the concrete with a torch and paint paraffin on it. Because the heating of the concrete expanded the pores to a certain extent, letting them open up a bit, then the paraffin penetrated the concrete. Then you had a concrete tank with a paraffin lining on it, which made a very fine tank. And in Australia today, they still keep their concrete tanks paraffined.

Teiser: Doesn't that require continual maintenance?

Biane: Yes, it does. And if you visit wineries in Australia, you'll find a crew in every winery that is doing paraffin work on the tanks. At least I did when I was there.

Teiser: Haven't we developed other, more permanent linings for concrete tanks?

Biane: The concrete tanks are no longer being built and used in California, because they were replaced by steel tanks. From concrete we went to steel, and this was for the very large wineries that wanted very large containers. And at the same time there were resins and paints and various products that were discovered that were used as a protection to the metal. These steel tanks were built in our large wineries in California, tanks of 300 to 600 gallon capacities. They are still being used today for those people who make very large, large quantities of wine.

With the new system and the new method of handling stainless steel which I spoke of a while ago, we have stainless steel tanks in use in California with capacities up to 200,000 gallons. So that the stainless steel is what now has taken the place of concrete and many of your wood tanks in many of the wineries. Some people feel that eventually stainless steel could take the place and be the only cooperage that you would have in the winery. We personally at this time don't feel that way.

Teiser: You like the wood?

Biane: We feel that the wood is necessary for the certain aging qualities imparted to the wine by the wine being able to breathe through the pores of the wood.

GRAPE PICKING AND WINE HANDLING

Teiser: We were looking at pictures of your harvesting of grapes in the 'thirties. A certain degree of mechanization had come in by then.

Biane: Yes. Like anything else in any industry, you have your evolutions of procedure on how you do certain things, and the picking of grapes is no different than anything else. Grapes were normally picked by hand, put in a basket, and then pressed. In Europe the vines are grown similarly to the way they are grown here in California, and the harvesting system was to pick in baskets. In California we started picking in baskets, but because of not having sufficient weavers around here, I assume, and with the inexpensive wood we had, we made boxes, and we picked in boxes. The picker would pick by hand, carry his box to a designated row, and a team of mules or horses would come by and pick up the boxes and take box and all to the winery and dump the box into a hopper where the grapes would be crushed through a crusher.

Then, where we developed large vineyards such as the Italian Vineyard Company here at Guasti, which at that time was the largest single vineyard in the world, some 5,000 acres, they developed a small track and a small engine and gondola cars to go out into the field and pick up the grapes that would be dumped into the small cars from the boxes along the roadway. And then this whole train of cars would come in to the crusher, and these gondolas would be dumped over and the grapes pushed into a chain conveyer that would convey the grapes to the crusher. I remember when the chain conveyer here was powered with a steam engine rather than an electric motor.

And then after that phase of picking--we still were picking by hand, still bringing them to the road with boxes--we did develop, or the automobile companies developed, a four-wheel drive vehicle, which we were then able to use in our sandy soils here. And we would then put the grapes from the box into a four-wheel drive truck that had a dump body on it. These trucks would then come in with a six- or seven-ton load, would back up to the hopper of the

Biane: crusher and dump their full load.

Other methods were used in some of the wineries up north where they have the large trucks come to the roadside. They would dump the boxes into the large trucks with the means of a small conveyer, and then the big truck with 20 tons of grapes would go to the winery. Here we never did that because we were closer to the winery with our grapes at all times. Now we're still picking grapes by hand; we're still putting them in boxes. But the boxes have changed now from wood to a plastic box, which is lighter and cleaner, and you're able to wash and not create added weight. It's a solid plastic container, which you're able to wash two and three times a day and keep the box very clean. Your fruit is always clean. No sand or dirt. The fruit is loaded into the trucks and brought to the winery.

The new development of picking grapes is a mechanical harvester, which is still in its experimental form, but we all feel that five years from now 80 per cent of the grapes will be picked mechanically. Maybe even shorter than five years.

Teiser: Will that affect in any way the quality of the end product?

Biane: I feel that the picking of grapes and the handling of grapes in certain countries throughout the world do have a definite bearing on the flavor of the wine. Here in the United States I would say no. Our conditions are so sanitary, and we handle the fruit so fast from the vine to the winery that we rarely have a change in taste or quality due to problems incurred in the harvesting of the fruit.

Teiser: And the presumably rougher handling of mechanized equipment compared to hand picking?

Biane: Well, the handling by mechanization is going to be a bit of a problem, but I think it will be handled, because when you think of them handling tomatoes and peas and all the various fruits, melons, that are much more fragile actually than grapes are, I think that the engineers will overcome any of the problems that might be incurred there.

Teiser: While we're on the subject of changes, are there any other similar ones that have come into the wine industry?

Biane: Yes. Of course some of the biggest changes have come into the packaging of wines, the machinery and the equipment for the bottling of wines. And that is being developed on a world-wide basis, not just California. And this machinery is improving all the time. Again, with the complete use of stainless steel and almost perfect sanitation devices throughout the equipment. This has been a big aid to getting a good bottle of wine on the shelf for the public.

Teiser: It has come in with the trend toward not selling wine in bulk but establishing labels and...

Biane: That's right. And selling in packages. Well, most all places throughout the world wine is sold to the consumer now in glass. There's still some of it sold in barrels, where the man takes the barrel home and transfers it to glass himself, but it ends up in glass as a rule. These improvements in the winery have been very good, and of course the use of electricity and the use of stainless steel as a metal in the winery--it's practically impervious to the wine, and the wine does not pick up anything from stainless steel, where it did from copper and it did from brass. It dissolved the brass, the copper, and the iron, and then when that wine was aereated you had a chemical change and the iron would form ferric oxide and it would come down in a deposit as a solid, and you had a cloudy bottle of wine. The same thing happened with copper, and the same thing happened with brass.

And so we went through the metal period until we moved to stainless steel, and now that we've been with stainless steel for many years, it looks like it's going to be successful and that will be the type of metal that we use for wine. Now today our filters are made of stainless; our pumps are all stainless steel; our fittings on the tanks for the hose fittings and the attachments to the tanks, everything today in the winery is stainless steel.

Teiser: What about the hoses themselves?

Biane: The hoses themselves are still the rubber hose, made for wine however. These were developed many, many years ago by firms like Goodyear Rubber and various ones that made a very fine wine hose, and they're known to the trade as wine hose. These hoses last for years and years in the winery. I have hoses around here that must be 35 years old and are still in use. The only thing we've had to do is change the connectors and put on stainless steel where we used to have bronze before.

THE BIANE FAMILY AND OTHER SOUTHERN CALIFORNIANS

Teiser: May I go back to ask you to pick up something else? When we were talking before, I think I asked you where you were born. I neglected to ask you the exact date of your birth.

Biane: I was born in Redlands, California, at the winery at Brookside on March 18, 1909.

Teiser: And another date that I don't have is--your father lived, did he, until fairly recently?

Biane: Yes. I believe Dad passed away in 1965, either '64 or '65,* that recently. He lived a long life.

Teiser: Yes. And your brother Frank?

Biane: My brother Frank was four years older than I. However, he died of a heart attack about 1959.**

Teiser: Then, to come to the younger members of your family who are in the winery with you--who are they?

Biane: I have my two sons with me--Michael Biane, who is the sales manager of Brookside Vineyard Company, and then I have my brother's son with me, my nephew René Biane, who is the production manager for our organization, and then my second son, Pierre Biane, is the vineyardist and property manager of our organization.

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*October 30, 1964

**October 21, 1958

Brookside Vineyard Company's Biane family was among the California First Families honored at a California Bicentennial Governor's Ball in Los Angeles, October 1969. At the affair, a Brookside exhibit emphasized the importance of wine in the state's 200 year history. Shown enjoying the evening are (from left) nephew Rane Biane and wife Barbara, family head Philo Biane and wife Jean, son Pierre Biane and wife Carolyn; and son Michael and wife Lisa. Brookside is the nation's largest direct-to-the-consumer winary operation, with 16 retail sales cellars and tasting rooms in southern California and 12 in Northern California, the latter operating as Mills Winery.

Biane: So actually I have three-two of my sons and my nephew--with me in the business.

Teiser: I suppose the fact that you could see them coming up may have influenced you in coming back into it yourself?

Biane: Yes. The nature of our family has been to stay in the wine business. We have in California for all these years. And so now the boys are in the business, and I assume that some of their offspring will continue with the business.

Teiser: You have some grandchildren?

Biane: Yes. I have eight grandchildren at the present time, of which three are boys. René, my nephew, has two boys and a girl. So there'll be quite a few Bianes around to carry on.

Teiser: I read somewhere that your wife had come from an early California family.

Biane: No. During my work for Fruit Industries, I worked in Chicago in setting up a plant when we were making wine in the people's homes during Prohibition. I met my wife in Chicago, and my wife was born and raised in Chicago.

Teiser: You mentioned earlier when we were not taping, that just after Repeal the people from the University and others came around to the winery to visit and to see what was going on, and that you remembered them--Dr. William V. Cruess and so forth.

Biane: Yes. Dr. Cruess used to visit here and Professor [A.J.] Winkler. And at that time Dr. [Maynard A.] Amerine was a very young man with the University. He used to come down. Harold Berg and Mr. [Maynard] Joslyn also used to visit with Dad.

At that time our family had knowledge of the wine business that wasn't necessarily found in many of the other wineries, because both my brother and I studied in France, had worked in French wineries, and my father had continued to make wine and he had continued his studies of French literature and French books on viticulture and enology. We at that particular time were probably as well versed in the

Biane: art of making wine as any winery in the state. Due to the fact that the University had not had the wine subject for years because of Prohibition, naturally they sought out people to converse with, and discuss various problems, that did have some knowledge and experience in the making of wines; that is why they used to visit with us.

Teiser: You must have been generous with your knowledge and time.

Biane: It's always been our policy to be that way. It was Dad's policy, and my brother and I continued along the same lines. And because of that policy we have trained many people that are in the wine business today that first obtained their knowledge at Guasti.

Teiser: I think in the earlier interview you mentioned James A. Barlotti. Since you knew him, perhaps you could tell what sort of man he was.

Biane: Mr. Barlotti was secretary-treasurer of the Italian Vineyard Company when I first knew him. He was in the employ of the Guastis. After Mr. Guasti passed away, Mr. Barlotti became president of the Italian Vineyard Company. He was a well-educated gentleman from Italy; he spoke very good English, was very well read, and in my opinion did a very fine job of managing and steering the Italian Vineyard Company during his time. At that time the Italian Vineyard Company were members of Fruit Industries, which I was employed by at that time, however working at the Italian Vineyard Company unit, which was Guasti. However it was being run by Fruit Industries. Now Mr. Barlotti, I don't know too much about him other than what I have stated, that he was a fine gentleman. He has now passed on. But from my standpoint in Southern California Mr. Barlotti was one of the pioneers of the industry here and did a fine job.

Teiser: Had he learned to make wine in Italy?

Biane: No. He was not a winemaker. He was involved with the financial end and over-all management. He was not versed in wine making.

Teiser: Another thing you mentioned--that you had brought the Charmat process to this country for making champagne.

Biane: Yes. It was through the efforts of the Italian Vineyard Company and Fruit Industries that the original purchase of the Charmat equipment was brought into this country. However, for some reason not known to myself, this equipment was diverted or not accepted by the company and was put in at the Vai brothers' winery.*

Teiser: I was going to ask you the reason.

Biane: I don't know the reason. This equipment was set up there, and that was the first Charmat equipment producing champagne in bulk in the United States. I had gone to Europe and met with Mr. Charmat in Paris and actually placed the order for this equipment. But I never did know the reason why it was diverted. They didn't go into it. We finally did, many years later purchase and have the Charmat process at this winery. However, the equipment at that time was built here in the United States and not in France.

Teiser: Did you go to the Vai brothers' winery with it and advise them on the use of it?

Biane: No, I did not. They sent a man from France to install it and to set it up and to teach the people there how to work it. I don't recall his name. Yes I do--Monsieur [George] D'Arcy. Then Mr. D'Arcy later went from Vai Brothers to the Roma Wine Company under Mr. [J.B.] Cella and established the bulk champagne process there.

Teiser: They sent him from France and he stayed?

Biane: Yes.

Teiser: In another clipping I read that you yourself had also studied wine making in North Africa.

Biane: Yes. I went to North Africa primarily for the observing of wine production in hot climates. Dad, knowing that we had a similar problem here in southern California, sent me to Algiers, where I spent some number of months observing the care and the maintenance of concrete tanks and the storage of dry wines in those large tanks as well as the

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*Now the Cucamonga Vineyard Company. See also p. 15.

Biane: methods of production of dry wines when the fruit was warm, and what they had to do in order to carry on the fermentation without deterioration to the wine. Those procedures were then adapted here in California.

Teiser: Had anyone gone there to apply from California to observe them before you?

Biane: No. Because when I went it was still Prohibition here. But Dad had a feeling that Prohibition could never continue here and wanted to educate both my brother and I in the art of wine making. We went to France to study.

Teiser: He was certainly farsighted.

Biane: Yes he was, now that we look back on it.

[August 19, 1969, afternoon]

Teiser: You were speaking about Mr. Post and Mr. Klusman. Would you repeat it?

Biane: Yes. In the early days of Cucamonga, there were several men who came in from the gold fields of Alaska with considerable money and established vineyards and in some instances wineries here in the Cucamonga Valley. One of these gentlemen went by the name of Mr. [Morton] Post, and he associated himself with a Mr. John [H.] Klusman, who was a German immigrant coming to the Cucamonga Valley many years ago.

They established the vineyards of Post & Klusman, which comprised some eleven hundred acres, and built a very beautiful winery on the corner of Foothill and Haven Avenue. The remains of that winery are still there today. Mr. Post and Mr. Klusman sold the winery and the vineyard to Garrett & Company in about 1918 or 1919.* The vineyard and the winery stayed in the hands of Garrett & Company until the last four or five years, at which time it was sold to speculators, and the vineyards are being let go and the winery has

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*See also pp. 2-3.

Biane: deteriorated to a point where it can no longer be used as a winery.

Teiser: That's a little the story of some other holdings in this area.

Biane: That's right. The Klusman family was an interesting family. There were three brothers, John, George, and Henry. And Henry was an expert in cement, and the winery at Foothill Boulevard and Haven Avenue was built completely of cement, with beautiful arches and towers. This was before major reinforcing of concrete with steel. It was a beautiful structure; it's just too bad that it's not being preserved.

CLASSIFYING WINES

Teiser: When we were speaking before, you mentioned Mr. A.R. Morrow and his staff developing a system of classification for wines. Was that ever written up?

Biane: I wouldn't know. I believe that it would be still retained by the California Wine Association, and if you have an opportunity to talk to Mr. Mario Perelli-Minetti he would be able to get it for you, because I think he'll have the exact procedures outlined by the company.

Teiser: It's not similar to anyone else's, I presume?

Biane: Well, at that time I believe it had some similarity to the way the California Wine Association classified wines going back to 1910, 1912, and in through there. But it was not used afterwards in that fashion as far as I know. It was a complete classification by tasting by a panel grading the wines A, B, C, D, and with an A+ or an A-, and the grading was involved on a dollar relative value. We used a 1-2-4 system: 25 cents for dry wine, 50 cents for dessert wine, and $1.00 for brandy, which is the 1-2-4, and it is the valuation of the wine related to a ton of grapes in production. And then the wine was classified in that fashion, evaluated by this panel. Then this relative value was placed on it and the total dollars arrived at on the contribution of a winery. That was then relative to a percentage of the whole. And

Biane: that's the way they kept track of the pools in the cooperative operation.

Teiser: That was complex.

Biane: Yes, it was a complex program, but it was a very just one, because the committee was made up of knowledgeable members of the Association along with Mr. Morrow and Mr. Cherski, so that you had to agree with the majority. It was like almost a fair judging at that time, where you judged and evaluated the wine and determined the percentage of a pool that you were going to participate in henceforth until sold out.

THE BROOKSIDE WINERY AND THE COOPERATIVE MOVEMENT

Teiser: Back to the Brookside Winery: when you returned here after serving with the California Wine Association--you returned in...?

Biane: 1952.

Teiser: Your father was still head of the winery?

Biane: No. Dad at that time was involved with the Cucamonga Growers' Winery, which was a cooperative, and in turn was a member of Fruit Industries. Dad was president of that association. When I came down I built the winery by my home and felt out the market as to what I could do from a standpoint of merchandising the grapes that we were growing in the Cucamonga Valley.

Teiser: Did you have acreage of your own at that time?

Biane: Yes. We had the acreage of our own, which was part of our contribution to the winery. My brother was the winemaker and superintendent in charge of the Cucamonga Growers' Winery, and my dad was president of the winery. Our family were the main contributors of grapes to the winery.

Teiser: That is, your family vineyard holdings?

Biane: That's right. The family vineyard holdings. Then when I felt the market out and determined that I

Biane: could carry on, I approached the California Wine Association and we obtained from them the Guasti altar wine label, which was the altar wine label used throughout the United States. We had been making the altar wine for the California Wine Association, and the approbation from the bishop was given to my brother and myself and not to the California Wine Association. So they agreed to sell us the label, which we bought; that then put us into the altar wine business.

A year or so later the other growers in the Cucamonga Growers' Association decided that they would rather merchandise their grapes along with us rather than the California Wine Association, so they ceased being members of the California Wine Association. That's when Brookside Winery was formed as a cooperative. And Brookside Winery has been running up to this point as a cooperative, even though the Biane family has been operating it.

Teiser: And still is?

Biane: It still is. Now, as a cooperative it just means this: that there are neighbors of ours that enter their fruit into the winery as a pool for a given year and are compensated for their fruit upon the activities of this organization. I mean that's what it amounts to. And this has been going on now for 18 years in that fashion. We, the Biane family, are still the main contributors. The brands are ours; the name is ours; the winery is ours. It's just a means of taking some of our member growers, our neighbors, and forming an association with them in merchandising the fruit of this valley.

Teiser: This gives stability to both the winery and the grower, doesn't it?

Biane: That's right. It makes a home for his grapes at all times.

Teiser: Does it stabilize prices?

Biane: Not necessarily, because it's not a large enough volume to stabilize the prices at the grower level. No, it has not had that effect in this valley, because there's only been one cooperative in this valley, and that's ours.

Teiser: This brings up the whole subject of cooperatives. There are some advantages? Tax advantages?

Biane: There have been two advantages in the cooperative movement from the winery standpoint. And one of them has been a slight tax advantage, but it is very, very nil, because the grower does pay his taxes upon his returns just as anyone else does. There is no corporate tax at the corporate level, because even though it is a corporation it operates with tax exemption. Another thing is that it makes available to a cooperative the banking organization known as the Berkeley Bank for Cooperatives. This banking organization is, in turn, a cooperative bank owned by the borrowers, however operated under the rules and regulations as set down by the United States.

Originally, the main money in this bank came from the United States through the Commodity Credit Corporation. And so the rules were all set up. There were three phases of federal banking inaugurated by the Hoover administration but actually put into operation by Roosevelt, and that was the Commodity Credit Corporation, which in turn established three separate divisions. One was Production Credit Association, which loaned the farmer money to bring in his crop. The other was the Federal Land Bank, which loaned the farmer money on his land on a long term. And the other was the Berkeley Bank of Cooperatives. After the Federal Land Bank stepped in and Production Credit stepped in, then the Berkeley Bank of Cooperatives stepped in from a standpoint of merchandising the product that the farmer raised.

Now this all took place during the Depression, when credit was very hard to obtain and most of the people of California availed themselves of one, two, or three of these associations in preserving their farms, operating their farms, producing and merchandising their products.* That was the co-op movement here that started in 1933, '34, '35, and many wineries were started. Fruit Industries was the marketing agent for eleven cooperative wineries.

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*See p. 88 for the functions of these agencies in the wine industry.

Teiser: It's been said recently by some people that the cooperative movement is dead, it's outworn, it doesn't work any more.

Biane: Yes. Well, the reason for that is this: that the need does not exist like it did at one time. And the three banks that I named have now moved into a position where they have repaid the money put in by the federal government and have established their own assets by the borrower paying into a fund and creating more assets with the bank, where the banks themselves have become cooperative banking institutions for the borrowers, who must be a cooperative however. And they obtain their money in the money market just as any other bank does and pay the same rates now as any other bank. So you do not have necessarily an advantage of co-op banking other than you might have at the end of the year earned through the bank process a discount of maybe one per cent over the going term, or more or less. It depends on how efficient the bank is run. Now that took place both in Federal Land Band and Production Credit and the Berkeley Bank for Co-ops.

Now in the co-op movement at the winery you are correct. The California Wine Association has receded into where there's just two or three members.* The Guild, which was another large cooperative, has receded to just a few members, but more than the California Wine Association. And the United Vintners--they were the very large cooperative that has now been bought by Heublein; I do not know the ins and outs of how they work. I know that the grower still has an interest in the thing some way, somehow. But the small cooperatives, such as ours and others, it has been very difficult for them to continue to exist under the cooperative laws as they are today. In fact, we are now contemplating to stop operating as a cooperative here.

Teiser: Going into a corporation?

Biane: We have to go into a corporate set-up, because we're

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*Subsequent to this interview, in December of 1970, it was reorganized and became a stock corporation.

Biane: having to buy too many commodities to resell in our retail stores which we make a profit on that is not allowable under your cooperative set-up. So our attorneys and our accountants are working on that. So Brookside Vineyard Company again will change its operation and no longer be a cooperative but will be run by the Biane family again as Brookside Vineyard Company, which has always been the property of the Biane family. The name, the labels, and everything has been ours.

Teiser: After you returned here, you reestablished the family business as Brookside?

Biane: Yes. We reestablished the business as Brookside Vineyard Company, and then in 1954 we associated ourselves, or the cooperative members then associated themselves, with us again, and we formed a new cooperative as Brookside. And then they merchandised with us at that particular point, and they have continued to do that, using our brands, our labels, our management all the way through as a cooperative venture.

Teiser: Who then have been the principals in the Brookside Vineyard Company?

Biane: From the cooperative standpoint?

Teiser: No. From the whole standpoint.

Biane: Well, it's been the Biane family.

Teiser: Was your father president of Brookside then when it was being formed?

Biane: When it was originally formed, yes. There was my father and my brother and myself.

Teiser: What positions did you and your brother hold?

Biane: Well, my father was the president, and I was the vice president, and my brother was production manager of the association, and we had another man who was with us in the family venture, a man by the name of Joe Aime, and he was secretary-treasurer of the association. Joseph was originally with the Italian Vineyard Company; his dad came from Italy to work for the Italian Vineyard Company. Joe worked in the office

Biane: here at the Italian Vineyard Company. And then with the event of Repeal, and when we started acquiring land and planting more vineyards, Joe became associated with the Biane family. My dad took Joe in as a partner of the Biane family. So we developed vineyards and the wineries, and Mr. Aime stayed in the family operation up to I think 1964. And he at that time elected to retire, and he ceased being a member of the partnership by disposing his interest back to the family.

Teiser: Now it's back to an all-family set-up?

Biane: Yes. Now it's all family again.

Teiser: You say you built a winery near your home. Is that at Guasti?

Biane: No. It's right down the road about three miles, and it's still part of this winery. We have three bonded premises here. We have one up on Haven Avenue, Cucamonga, [and] Guasti and Ontario.

Teiser: When did you acquire that one on Haven Avenue?

Biane: That is a leased plant. We lease from the Pioneer Vineyard Association, whose members became members of Brookside also.

Teiser: When did you start leasing that?

Biane: 1959. The primary owner of that operation is the Hofer family, and they are large landholders here in vineyards, and most of their land is in and around the airport, very expensive land, going out of vines very rapidly. So in our operation at the present time we have the Pioneer plant, which is the production plant; this plant at Guasti, which is the aging, finishing, bottling, and distribution plant, and belongs to the Biane family; and then the aging cellar (Ontario), which is down by my home, which is about five miles from here, which also belongs to the Biane family.

Teiser: And you built that from scratch?

Biane: I built it from scratch to start this program in 1952.

Teiser: When did you acquire this premise then?

Biane: This premise was bought from the California Wine Association in about '55, '56, someplace in there. It belonged to the California Wine Association, and due to the fact that they ceased operating in southern California, had no more members down here, and didn't have the marketing conditions that we used to have in the southland, they decided then to concentrate in the Lodi area. And you'll recall they moved from the Guasti plant and moved from the San Francisco plant and concentrated everything in Lodi. So we acquired this plant from them at that time.

Teiser: How much acreage is there in the cooperative now?

Biane: Well, I would say in the cooperative now there's probably about, oh, there must be close to 2,500 acres in the cooperative--between 2,000 and 2,500.

Teiser: That is in addition to your own, the Biane family holdings?

Biane: No. That includes ours. We're operating about 900 acres of that that is ours.

Teiser: Has that amount shrunk over the years? Is it less than it was twenty years ago?

Biane: No. From a standpoint of this last operation, we have maintained pretty good. We crush anywhere from eight to nine thousand tons a year, and it's stayed in there pretty well. However, many of the vines now, certain areas of the vines, are receding, and we are buying some grapes from other growers now besides members. Of course with this new operation now it'll be a different situation.

Teiser: The other grapes you're buying now are from this area?

Biane: They're all from this area, except we buy a few from Hanford. Mostly Muscats. We need the Muscat grapes, and there are very few of them left here in Cucamonga.

OLD AND NEW VINEYARD LAND

Teiser: May I ask you about your new acreage?

Biane: Well, knowing that we were having problems in here with our acreage on an over-all basis (Cucamonga, Guasti) primarily due to urbanization and taxation--one brings on the other--that it would no longer be feasible to stay in the wine business here for a long duration of time, therefore we were seeking other areas where we might grow grapes and make wine. And we traveled the state up and down looking for locations.

Teiser: Did you look in the Mother Lode area?

Biane: We, we did. We were up in Lake County, and we were all through that area then. Certain conditions we didn't like, frost conditions or one thing or another. We almost were made a deal in the Soledad area, King City, and were very close, but we just hated to leave Southern California. The Rancho California program intrigued us. We were approached by them to start vineyard land down there, as we knew the area.

Teiser: It was an old grape area?

Biane: Not particularly a grape area, but grapes grew there. The climate condition was very adaptable to grape growing. The only thing that held it back was water. There wasn't sufficient rainfall, year in and year out, and the availability of underground water was not good. However, with the development of Rancho California and the big water development there to the tune of some three million dollars in forming a water district, developing water, and also becoming part of the Metropolitan Water District, it made the planting of the vines in that area very feasible. The cost of the land there was no greater or no less than it was in the North Coast counties, and no greater than it was in the Soledad area. However, the terrain was probably not as good for total cultivation, because it is hilly, but it's a beautiful area. And so we elected to go there. We acquired property there and started planting vines. This is the second and third leaf on growth on some acreage, and we'll continue to plant for the next two or three years.

Biane: Along with that, Rancho California asked us if we would enter into an arrangement with them whereby we would develop acreage of vineyards for them for resale, and that we would enter into a contract with Rancho California or with the new owner to care for the vines for three years. So we established an entity down there and hired the proper personnel and entered into that phase of the operation.

At the present time now we have some seven or eight hundred acres in the process of being planted, in the various stages of use, and our first small harvest will be this year off of vines of the third leaf, and we are contemplating another three or four hundred acres or maybe more, five hundred acres, next year. We anticipate that there probably will be developed down there in the neighborhood of three thousand acres.

Teiser: Of your own land or all together?

Biane: No. Not all ours. We are doing the developing on all of the vineyard land, ours and others'.

Teiser: What kind of people would come in?

Biane: Yourself, for instance, would like to have forty acres of land and have maybe twenty of it in grapes and five in oranges and five in lemons and seven in avocados.

Teiser: Small farmers.

Biane: A small farmer. But you're not able to do it, so therefore you must hire someone that can do it for you. You're still the farmer, so you hire someone to plant your vines and take care of them for you. You hire an expert to plant your citrus and take care of it for you. You hire an expert to do your avocados and take care of it for you.

Teiser: Why do you bother to be a farmer then?

Biane: You can do as much of your own work as you, individually, like. Now any portion of it that you like to do you don't contract for. You do it yourself. If you like to get out there and ride the tractor and do your own cultivation, you do it. If you want to do the irrigation, you do it. If you want to do the

Biane: picking, you do it. I mean you can do any part of it you want to.

But let me answer you another question there. You asked me, "Why bother to do it?" Why are these facilities available? Maybe you're not ready to retire to the ranch right now. Maybe you would like to continue with the work that you're doing for the next five years, but maybe it's feasible for you right now to invest in this land. And five years from now you're going to come down and build yourself a nice home and this is going to be where you're going to live. And so you have developed your ranch while you've been an absentee owner.

Teiser: So it's partly a retirement project?

Biane: Not necessarily. Just a lot of people think it's awful nice to retire to an operating ranch. They might have horses or other interests. They have something that is a true operating ranch. And we have them now. We were just talking to some of our people, and I don't think it's divulging anything--the president of Burlington Mills, Mr. Ely Calaway, bought 118 acres and we're developing it for him. Evidently he intends to retire to this ranch some day. Mr. John Poole of the Poole Broadcasting System, he was in here yesterday, and he's talking about a hundred acres or so down there to go into vineyards. So there are many, many people interested in the wine and vineyard business, and this is one way to get into it. That folder* describes it.

Teiser: It's rather a new concept of land development.

Biane: This Rancho California is a complete integrated land development of 87,000 acres, taking in ranching, industry, horse raising, a dairy, turkeys, anything you name they have prepared for. They have gone into it to the nth degree with the University in all of their phases. It's a designed community with all phases.

Teiser: What is the elevation there of your grape land?

Biane: About 1500 feet.

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*Appendix I.

Teiser: What types of grapes are you growing there?

Biane: The type of grapes we are planting are all the varietal types that are popular now. It will remain to see how good we have pegged things as to their ability to produce there. We think they will. We think the soil is right, the climate is right. We're in area III, which is similar, say, to Calistoga. So some years in some portions we might even be in Region II, but I think we're more in III. We're area IV here (Guasti), and the San Joaquin Valley is V.*

Teiser: If this works as well as you hope it will, would you move your wine making facilities?

Biane: The wine making facilities, yes. And that facility that I'm speaking of is the one we now have up on Haven Avenue. Not this one. In other words it would be the production plant.

Teiser: You'd move it there?

Biane: We'd move it there. As soon as we have more grapes there than we have here, we will move the facilities there. At the present time we'll be hauling grapes from there to here, which is not far; 60 miles.

Teiser: Is it southeast?

Biane: It's southeast of here, yes. And then when we have less grapes here than we have down there, we'll truck the grapes from here down there when we put the winery facility there. And eventually that will be the production facility. But I can imagine that there will be grapes in this area for the next twenty years. We have vineyards here that we don't think will be out of production twenty years from now.

Teiser: What is the maximum potential acreage there?

Biane: Well, this depends on how much of the rest of it goes into grapes. There's a total of 87,000 acres there. Out of that 87,000 acres I'd say very easily 10,000

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*These are numbers of wine grape growing regions as defined by the Department of Viticulture and Enology, University of California, Davis.

Biane: could go to vineyard if it's so desired. I don't think that that much will go to vineyard. I don't think there'll be that many people interested in vineyard to that extent.

Teiser: Would you anticipate that you'd take the grapes from these vineyards?

Biane: It depends. I'm not sure. We can't tell what will happen five years from now, just how big a marketing program we will have. I have made no commitments along those lines.

Teiser: Is the hillside land hard to cultivate?

Biane: No. It's rolling land, and we are taking only that portion of it that is not difficult. It's all going to be on stake and wire, and it's all set up for permanent sprinkling and mechanical harvesting. The steeper hill part, again, will be less susceptible to frost, and it would be available then for oranges, lemons, and avocados, or macadamia nuts, or whatever you might want to try.

Teiser: Do you anticipate trying any new varieties there, doing any experimental plantings?

Biane: Well, the new varieties are propagated by the University of California, and we have about 65 acres there devoted to complete experimental vineyards. And as new varieties are made available we will be planting them in the experimental plots. Actually I'll be making wine from grapes grown on the experimental plots down there this year.

Teiser: Do they look good?

Biane: They look fine. They were planted by Rancho California, not by an individual.

Teiser: I see. What types of grapes are they?

Biane: Well, you name it and it's there. Riesling, Cabernet, Johannisberg Riesling, Emerald Riesling, Chenin blanc--just go right down the list, they're all there. Pinot noir, Chardonnay, all of them. They're all there on an experimental basis. We have planted also on you might call an experimental basis even in the developing of our vineyards. We have been quite careful not to

Biane: plant real large plots. I don't think we have anything at the present time except on our own piece down there more than ten acres of one variety. We might have that variety repeated on another ten acres over here, but the owner is not going to get over ten acres at this particular moment of one variety. We don't know how they're going to produce as to quantity and quality.

Teiser: Do you have any indication that there will be subtle differences within a mile or half a mile?

Biane: No, we don't feel that. We feel that the area will be a given area. We think that the wine produced in that area will be very good. We think that the grapes that will grow in that area will be very hardy. We will not have growth like they have in the San Joaquin Valley, because we don't have sufficient heat units. We will have a similar and typical type of growth that they have in the Sonoma-Calistoga area.

Teiser: Are your stocks here phylloxera-resistant?

Biane: Phylloxera needs a fairly heavy soil in order to develop. The reason it needs a heavy soil to grow in, it needs a soil that will crack, allowing travel. This is a sandy soil and it does not crack. Therefore we do not anticipate phylloxera to be a problem in the area.

Teiser: That gives you a great advantage.

Biane: That's right. We don't have to graft the vines to fruit wood. They have not planted resistant stock in the Soledad area. They are planting with original stock. I don't think we'll have any trouble in either place [Guasti area or Rancho California].* Where we had the trouble before was on much heavier ground, for instance like in Anaheim district and various other places where they have very heavy soil.

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*For further discussion of Rancho California, see pp. 82-84.

WINES AND THEIR MERCHANDISING

Teiser: Would you discuss the remarkable variety of wines that you produce, the variety and the unusual types?

Biane: Well, I've been associated with the production end of the wine business all my life. And as such I've been instrumental in developing new varieties of wine, both for the California Wine Association and ourselves. When we originally started to work here developing our own business, we specialized naturally in dry wines, knowing that the future was in dry wines. However, we did not feel that the dry wines being presented at that time were wholly palatable to the majority of the American palates. So we set out to find out what would be palatable and then to prepare our wines in that fashion. We further set up at that particular point our retail sales outlet of our own, where we had tasting rooms and had direct communication with the public.

Teiser: What year did you set up your first tasting room?

Biane: We had our first tasting room set up in 1954.

Teiser: Oh, right away.

Biane: Yes, right away, because we were conducting retail sales. And then we continued to put in the tasting rooms. We put in the greatest number up to 1965. So I had actually a nine-year period of developing 16 tasting rooms here.

Teiser: May I interrupt and ask another question that relates to this? Had you intended when you came back here from Northern California to sell a good portion of your wines direct?

Biane: No. That was not my intention at the time. Right at that particular time I knew I did not have known labels, so it was going to be necessary that I sell my wine in bulk, and I did have a reputation throughout the United States as a production wine man, and I had entrés to many bottlers. So I produced dry wines and then went into the bottler's plant and showed him how to take care in the bottling of those wines so they wouldn't have trouble with them. And we were successful with that. I had 34 accounts in

Biane: the United States doing this kind of business until the larger wineries in California decided that they were going to do all of their bottling in California and sell California bottled wines, and made a very large push for all markets in the United States. This caused many of my customers to go out of business, because the large California wineries could be stronger competitively in the market than they could be, even though they were local people. And so my avenue ceased to exist in the disposition of my wine. I could see my own operations here, however, going quite well in selling direct to the public. And I could see that I was not going to be affected by the large wholesaler or the large winery at this particular point. So I proceeded then to move into this phase of merchandising.

We did it on a little different scale than other people had done it insofar as we put up very nice sales cellars, very attractive. We were accepted by the people of California as being a Southern California winery, and they liked our presentation. So that developed this field for us wherein we then became very, very conscious of what the people liked and disliked. And then at that point we started to prepare our wines to their liking, and all of these mellow wines came into being. Now by a mellow wine, that's a table wine that just has a trace of sweetness that takes the rough edges off of the wine from the standpoint of the tannin and sharpness that might be in the wine; it makes the wines more acceptable to the American people insofar as the wine is more compatible to the food that they're eating.

Now you folks, coming from San Francisco, live in a very small area of California and the United States that is quite a bit different than all the rest of the United States, insofar as your eating habits in San Francisco are not typical eating habits of America. In the first place, you're Continental, and you're a sophisticated city, and you have different tastes than the rest of the people in the United States. So we, in preparing our wines, prepared them for the general American public, and that called for a big repertoire of wines.

The American public, being cognizant of certain wine names, said, "Oh, I don't like it. It's sour." A burgundy or a claret or something. So we had to

Biane: come up with names that they didn't associate with a known wine. For instance, I have one called "Rosé Suave" that's very popular just because they like to say it. It's a nice name, Rosé Suave.

Teiser: Did you think of the name?

Biane: Yes, that's one of my names. We have many of them like that. We have another wine called "Vertdoux Blanc," which is a coined name, and we have a wine called "Dido Noir," a coined name. They're words that are easy for the American people to say, but they do have a connotation to them. It was an association with them. And so in developing our repertoire of wines, we also developed wines that a lady coming from Kansas City or Omaha, Nebraska could sit down and taste the wine and like it. We developed wines of that nature. Our "Black Velvet" wine has become very popular. Our "Golden Rose" is very popular. Now those are not European names.

Teiser: What is Golden Rose?

Biane: Golden Rose is a muscat type wine in that it's similar to Christian Brothers' "Château La Salle" type of wine. How they became similar I don't know. We had our Golden Rose on the market several years before they came out with their Château La Salle. No one has a Black Velvet such as we have. Now that is a wine all by itself. It's a very popular wine with us.

Teiser: That's not what is known as a flavored wine, is it?

Biane: No, it's a natural wine. However, it does have some other grapes besides our own in this local area, brought in in the way of grape concentrate, and added to our wines. We bring in some grape concentrate from the state of Washington, and we use a little of that in the wine. But it's a very pleasant wine that people like.

We also developed names such as "Hausmarke Rhine" and "Hausmarke Rote." Those are very pleasant tasting wines. The Hausmarke Rhine is of a Liebfraumilch type, which is pleasant to most American palates. The Hausmarke Rote is the German red wine carrying the same mellow characteristics. Now those are two wines completely our own. Our "Vino Rosado"

Biane: is a wine that is well accepted. There is a wine that is patterned, I would say, after the Portuguese pink wines. That Vino Rosado is Portuguese, and it would be similar to Lancer's wine except that it wouldn't carry the carbon dioxide gas to the extent that Lancer's has. St. Emilion is a varietal wine, very highly accepted. However, no one else in the state has planted it but us. We are the only one that has it. It's a very prominent grape in France as well as Italy. Now the St. Emilion that most people think about--people that are acquainted with wine--they think of St. Emilion as being a red wine. It is not. There is an area of France that is called Saint-Émilion that a red wine comes from, but that is not the St. Emilion that I am talking about. The St. Emilion that I'm talking about is a white grape, and it's a varietal.*

So those are a few of our wines that we've made different.

Teiser: The Malvasia bianca is a...?

Biane: The Malvasia bianca is again a varietal wine. However, we make ours different than the other few producers in the state. We make ours like a Hungarian Tokay. Now Hungarian Tokay is a nice light dessert wine, and that's what this is like.

Now we do have our flor sherries, which is a specialty too.

Teiser: Yes. Would you repeat what you told us about the background of your flor sherries?

Biane: Yes. Our flor sherries are produced in the normal way that we produce flor sherries in California, not the way they exactly produce them in Spain. In Spain the flor sherries are started at the fermentation point, being introduced to the barrel, and fermentation takes place, and the flor yeast then takes over and forms the film and develops the rancio flavor. Here in California we take a white wine already produced and introduce it to the barrel and innoculate it with a flor yeast. And the procedure is for the flor

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*The grape is usually spelled "Saint-Émilion, while the Brookside wine is spelled "St. Emilion."

Biane: yeast to change the alcohol contained in the wine to aldehydes. The chemical test for your flavor is an aldehyde test.

When your flavor has developed sufficiently, this wine goes back to the winery and can have added to it wine spirits, raising the alcohol to 17.5 per cent. Now just at this session of the legislature we've had the standards of identities of California wines changed where our flor sherries can now be 17 per cent. So we will be making them now at 17 per cent, which will bring them much closer to their Spanish counterpart than we were able to do before.

Then after this is all done, in which generally you're in your second year by this time, then these wines are blended as to a sec or a crème at that point. And then they go into a solera system for further aging, which takes another six years before it'll come out at the bottom. And so you have anywhere from eight to nine years in the production of a flor sherry as we do it here at Guasti. Other people might have different methods.

Teiser: Is anyone else in the state making it?

Biane: Yes. There are other people making flor sherry. Now whether they do it in the individual barrels or whether they do it in the bulk process, I don't know. There is a bulk process for making flor sherry, and it's done under pressure and done very quickly, and it's done generally in a champagne tank that they make bulk champagne in. And they can turn it out in a year and a half or two years, where it's taking us many more years.

And some people are doing a very excellent job, and the one that I think is doing a fine job and has certainly given the people good worth for their money is Gallo. I think some of the sherries that Gallo has made have been excellent, and they are made, I'm sure, with the submerged method of the propagation of the flor yeast, and then blended with his other wine. They come up with a fine wine. I take my hat off to him in the production of that Livingston sherry that he puts out. If you haven't tried it you should. It's very good.

But we make it in the way I outlined to you, and we produce what we think is a fine sherry.

Teiser: And you've been bottling it for some years?

Biane: Yes.

Teiser: You have here [looking at wine list]* some fruit wines.

Biane: Our fruit wines come from Denmark. I have friends in Denmark. We cannot make our wine here in California the way that wine is made, or in the United States as far as that goes, because that wine is made through a maceration process. We would have to make it in a rectifying plant, which we don't have. In this the fruit is semi-crushed and put with brandy and left for a year or so. And then the liquid is drawn off and then a sugar solution, a syrup, is added to it, and that becomes the wine. So you have your flavor extracted by brandy and then sweetened with a simple syrup solution, and you have the true fruit flavor with no fermentation. Now when you have fermentation, many times it detracts from flavor. We're not able to make the wine here under our existing laws. Otherwise I would.

Teiser: When we were looking through the winery, you were mentioning that you had some wines with a slight carbonation. Are there many of them?

Biane: We have four wines like that. Vino Rosado is one, Golden Rose, and Cask No. 7 and Cask No. 11. Now Vino Rosado is a rosé wine; Cask No. 11 is also a rosé wine but of a different nature; Cask No. 7 is a white wine; and Cask No. 3 is the Golden Rose which carries a very distinctive muscat flavor.

Teiser: I keep hearing that more carbonated wines should be coming on the market, that people like them.

Biane: The slight carbonization of wine enhances the flavor, and because we are so used to carbonization in the United States with all of our carbonated drinks, sodas of all types, soft drinks, et cetera, they are very acceptable to the American public.

Teiser: I think Dr. Maynard Joslyn mentioned that a lot of Europeans, of course, drink wines mixed

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*Appendix II

Teiser: with carbonated water.

Biane: That's right. Many of the European wines carry varying degrees of carbonization, either retained from the time of fermentation or added afterwards.

Teiser: I mean they just mix at the table carbonated water with wine.

Biane: Yes, they mix carbonated water with wine. That's right.

Teiser: You make your own brandies?

Biane: No. We have our brandy prepared and made for us by other concerns, under our direction and selection, however.

Teiser: And you make your own sparkling wines?

Biane: No. Our sparkling wines are not made by us either. Our sparkling wines are made by the people in California that are equipped and do make sparkling wines. Now we do not have the equipment for it here. And if you're going to make sparkling wines you must specialize in them and you must put out at least, the minimum, 100 to 150 thousand cases a year. We do not use anywheres near that much in our operation. Therefore it does not behoove us to go into the production of this. We do supply the wine to the people that do put it up for us, and it is our wine put through their process, with our direction again. And sometimes we'll supply our own yeast under these conditions for the secondary fermentation.

Teiser: You make regular wines and premium wines?

Biane: Yes. We have a selection of wine for everyone's desire or pocketbook, whatever way you want to say it. Now we have very fine wines in our premium wine in the higher priced wine, which is our Assumption Abbey line. Then we have what we call Brookside Estate Wines, which are not quite as high priced as the Assumption Abbey line. Then we have the Vaché line, which again are lower priced than the Assumption Abbey, but they are higher priced than the Brookside line. And then we have the Brookside line, which we term our "popular priced wine." Now the same wine could, during its lifetime be in each category. As

Biane: a young wine it could be in the Brookside line. Then it could move to the Vaché line, and then it could move over to the Assumption Abbey line, just depending on its age. And it doesn't always mean that young wines are not always palatable.

It just so happens that this [paper] arrived at my desk today. Our Brookside Ruby Port took the gold medal for a Ruby Port in the whole state of California, which sells for 85 cents a bottle. I'm just trying to say that even though the wine may be inexpensive and not an expensive wine, it can still be a very good, good wine. And as it goes through its aging process it moves through the various categories.

Teiser: It costs to store wine, doesn't it?

Biane: Oh yes. We have to pay taxes on it every year. You have evaporation losses. You have the care, the container, the facilities to house it. All these things are very costly. So as wine becomes older, naturally it carries a higher price. But also, under normal circumstances, it should be a better wine as it becomes older.

Teiser: To what maximum, do you think, for most table wines?

Biane: Well, I don't agree with long aging of table wines--a maximum of five years, including bottle aging, on table wines. Oh, I could probably push that up to seven years including the time in the bottle. But especially California table wines I think generally three to four years in wood and then a year to three years in the bottle. There's always exceptions to the rule, but normally I would say that that's the way I would look at it through my 40 years of experience in the wine business in California. However, that does not hold true of very fine dessert wines. Now the very fine dessert wines can be aged much, much longer. And if they are, why then you come up with a wine that is very smooth, is very delicate, is very palatable, and it's to be used as a dessert wine more to sip than to drink. Today some of our dessert wines can be 11 to 15 years old, in the Assumption Abbey line.

OTHER WINERY PRODUCTS

Teiser: I'm looking at the other products--the wine vinegars and cooking wines and jellies on your list. Those you make?

Biane: Yes.

Teiser: The salted cooking wines?

Biane: Now the salted cooking wines were actually developed and it was a means of sale during Prohibition that classified them as a food rather than a beverage. They were salted to the extent that they were not palatable, or you couldn't drink them as a beverage. That made then cooking wines available to all the chefs throughout the United States if they so desired to use them, and they were in the food category. With the event of Repeal, that market was still there. People had become used to using salted wines.

Another thing that it does for you, it allows you to sell them in a grocery store that doesn't have a liquor license. So you go into the grocery store and you can buy it. For instance Alpha Beta [grocery store chain] does not have liquor in their store, but they can have these cooking wines in their store, the salted cooking wines. Now also that pertains to our "Kitchen Magic," and that particular price list doesn't have our marinade on, which is one of our newer ones. We are the only winery, as far as I know, that really makes a true marinade. You buy a less expensive piece of meat, and you cover it with this marinade.

Teiser: Is it seasoned?

Biane: It's slightly seasoned, but not too much so. It does not contain any salt, therefore will not draw the blood from the meat. And you just cover it with a marinade, add a couple of teaspoons of olive oil and you can marinate it for 24 or 48 hours. You can also use part of the marinate during the cooking process if you so desire. It's a wonderful product. We have people coming back and back for it, just to buy that one thing. The other one that we have that is very popular too is the "Cooking Magic," and that again is a seasoned wine but that does contain salt.

Biane: But that is just for immediate cooking. In other words, if you want to saute or you're going to cook hamburgers or something like that.

Then we have the wine jellies that are a bit unusual. These are made under our formula, again something that we developed during Prohibition and used the wine in the production of wine jellies. And then naturally we have our wine vinegars which we produce and sell at the store level as well as at the commercial level. We do a fairly large job on wine vinegar, which is another division of ours. We sell that primarily to producers of other merchandise, such as Lawry's or Bernstein's, for their products. They make all kinds of products that use wine vinegar. It's used for manufacture. So we produce that too here as well as the wine.

Teiser: Well, you have many strings to your bow.

Biane: Yes, we go the full gamut. As I think I mentioned to you, our product line is probably as big or bigger than any other winery in the state.

MULTIPLE RETAIL SALESROOMS

Teiser: You don't sell your wines through other retail outlets?

Biane: No. In California only through our outlets.

Teiser: But you do in the East, bottled, your own label?

Biane: Yes. Not in a big way, however.

Teiser: You bought the Mills Winery; did that involve only its stores?

Biane: No. It has a very fine winery in Sacramento out on Folsom Boulevard on the way up to Tahoe. It was built there in 1910, and it's a very well known winery in Sacramento. The owner that I bought it from, Mr. Kershaw [Paul Kershaw, Jr.], his was the original winery that went into the multiple, or duplicate wine-grower's license as a means of distribution. And he's the one that actually started

Biane: the multiple sales operation. We were in it in a big way in Southern California. So we were interested, as we knew the possibilities of the operation, being in it ourselves, so when it was offered for sale we bought same. And now it's integrated to the point that it's Brookside Vineyard Company, d.b.a. Mills Winery. All of our products are now being sold throughout the Northern California Bay Area. There are 12 retail sales cellars as well as the winery.

Teiser: And you're continuing to operate the winery?

Biane: Oh yes.

Teiser: Is there acreage attached to that?

Biane: No. There is no vineyard acreage. There is five acres where the winery is situated.

Teiser: And you buy grapes from that area?

Biane: No. We buy some wines in the Lodi area, and we supply our full line of wines from Guasti. We ship from here up there.

Teiser: Would you be increasing production facilities in Northern California?

Biane: No. The Northern California operation would not be increased. At least our present thinking is that way. I don't know what time may bring.

Teiser: How many outlets then have you altogether at the moment?

Biane: Twenty-eight. We have 16 in Southern California and 12 in Northern California.

Teiser: Are you developing them?

Biane: We are redoing all of them, moving some to new locations.

Teiser: Are you the only winery in the state doing this type of selling to any extent?

Biane: No, there are others. Two wineries here in Southern California each have seven: San Antonio and Filippi Vintage [Company].

Teiser: Filippe is here?

Biane: Filippi is located here. They're in the Etiwanda district.

Teiser: Where is San Antonio?

Biane: San Antonio is headquartered in Los Angeles. Steve Riboli is the owner there. They're on Lamar Street in Los Angeles. His uncle started the winery. However they started in the wine business after Prohibition, not before.

Teiser: You must like this kind of merchandising since you're expanding.

Biane: Well, it allows a small producer, such as us, means of getting to the public which would otherwise not be possible. Now you might say, "Why do you make that statement?" Well, the reason for that statement is this: that there are more wineries than there are wholesalers in the state of California. And generally wholesalers will not carry multiple brands of wine because the brand that they do have in the wholesale house, the owner of that brand doesn't wish him to carry another brand that would be competitive to his wine. And it makes sense.

Therefore, if you're not in the wholesale house, you're not apt to get into the wholesale house. If you can't get in, you can't get your wines distributed. And to get your wines distributed even after you're in the wholesale house, you must have and give aid to the wholesaler in the way of men on the street introducing your wines, selling them to the retailer, servicing the shelves, those many things that the wine companies do. If you're a small concern, you don't have the finances to do that. So therefore you find yourself in a problem of not being able to get your merchandise in front of the public.

I found myself in that position in Southern California. So in order to get my merchandise to the public, there was only one way for me to do it, and that was through this route. And I either had to do it like that or call it quits. Either one of the two. I couldn't have continued.

Teiser: Working with a wholesaler would have meant developing a large sales program and sales force, I presume.

Biane: Which is very difficult to do and which requires today a lot of financing.

Teiser: I saw in one of the newspaper clippings of an interview with you that you said that you had had many offers to buy this winery and had no intention of selling it. Was that a correct quotation?

Biane: Yes. We do have people coming in who would like to know whether this operation would be for sale, that they are representing an Eastern concern or some people with money that would like to get into the wine business that has already a built-in distribution arrangement such as ours, and they would like to invest their money in such an operation. Well, it is feasible that we might be interested in selling, so they do come and ask. Well, our answer has always been, "No. We're not interested in selling. We still have to work and so we don't wish to get out of the wine business." So we still have not entertained any of those offers.

THE WINE INDUSTRY OUTLOOK

Teiser: That brings up the whole subject of these two rounds of Eastern corporations' incursions into the California wine business--the first during World War II, and the recent one. What do you see as the future of the independently owned winery?

Biane: Well, it's hard for me to say. I feel that anybody that's in the wine business today and has good outlets now, as most everybody does have in the wine business, I think the future is excellent. I think there are other people in the distribution field that are going to pick up further wineries and distribute their products. I mean, a lot of people that distribute nationally that could have a wine line, and they'll pick them up.

Teiser: You think they'll manage them better this time than they did in that earlier round?

Biane: Well, it's hard for me to say. I think the answer to that is yes, because wine is more acceptable now to the American public than it was then. They moved into it as an expedient during the war, because they were able to do something, able to stay in the liquor field. After the war we got into a very chaotic condition in the wine business, and it wasn't a good investment. They moved out. Now they're back in again, and the wine business looks good, all phases of the thing, for the long pull. I think they'll stay in it this time.

Teiser: They'll have to manage it well to stay in business...

Biane: That's right.

Teiser: People speak now as if there's never going to be a big surplus of grapes again.

Biane: There could be a surplus of grapes again--a surplus of grapes developed throughout the world. Grapes grow very readily in many climates and many conditions and many soils, and grapes could be overplanted in California again. However, because of the economic factors involved, they're not apt to be for a number of years. Land is quite expensive now. The development of vineyards is quite expensive. It's going to keep people with not too great a financing program behind them out of the grape business. In other words, to buy the ground, plant grapes, and bring them to production is going to cost you approximately $2,200 to $2,500 or more an acre investment, starting with raw land and bringing it to completion in five years' time.

Teiser: Does that include the purchase price of the land?

Biane: Yes. Now how many people are going to get into the business? The people that are going to get into the business are those people who do have outlets and know what they're doing. For instance, National Distillers, Paul Masson, those kind of people; they're the ones that are planting the grapes. The National Distillers are with Almaden now. Heublein are talking about planting five to six thousand acres of grapes. So those are the kind of people that are going to get into the grape business. Now that is no different than the things that took place in Europe many years ago. You still have some small

Biane: farmers, grape farmers, that are going to sell to these people, too. But you're not going to see too many small wineries start up again, I don't believe. I could be wrong.

You know, I'm going to have to call this quits pretty soon. I do have some work to do. It's almost four o'clock.

Teiser: All right. I have another group of questions. So we'll hope to continue.

Biane: Okay.

(Interview #3 - September 9, 1970, at Brookside Winery, Old Guasti)

SMOG, URBANIZATION AND LAND UTILIZATION

Teiser: As we drove along from Los Angeles today we saw a lot of smog. Does that affect the growing conditions?

Biane: Yes, smog has an effect on all plant life, as well as animal life. However, different plants will react differently. Fortunately, the grape vines have not reacted as adversely as some of the other plants. Certain varieties have. The Pedro Ximenes, I would say, has reacted more adversely than other varieties to the point where I would not recommend planting Pedro Ximenes in this particular valley at this time, knowing the smog problems.

Another one that reacted very adversely to smog is the Carignane. Because of the upsetting of the sun's rays due to smog, the plant is not getting sufficient sunshine to convert the acids to sugar, and we have loss of sugar and cannot obtain complete maturity in either of these varieties.

On other varieties, I have not noticed as great a deterioration, but we know there is a deterioration to the plant. It is not growing as vigorously as it should.

Teiser: In the Rancho California land, you are free of smog, are you?

Biane: Yes. We are away from high populated districts. We do not have an inversion condition to trap the pollutants such as we have in the Los Angeles basin.

Teiser: Do you anticipate ever a time when general pollution

Teiser: control will be sufficient to clear this area of smog?

Biane: I think by the time that comes along, this area will be pretty much taken up by urbanization and we don't have as much farming in this area. I do feel that we have made considerable strides on control of smog, and that we do not have as much smog in the area now as we had four or five years ago. So we are making strides with the controls.

Teiser: Are there other sections in Southern California that you anticipate could be brought into grape production?

Biane: Yes, as land becomes more dear in a given area, one searches for other land somewhere else, and will put up with some type of adverse conditions there to utilize the land for the planting of grapes, and will overcome the adverse conditions. You've seen this happen in Europe. That's the only reason in Europe you have the very steep hillside vineyards. The vines will grow, so therefore they put up with the problem. That will take place some day here. We will utilize hillsides because of being able to do so, and it will be economically feasible then, where it is not now.

Teiser: How will mechanical agricultural methods combine with hillside land, however?

Biane: Today with earth moving equipment, we can take care of that situation, and adapt mechanical harvesting to hillside harvesting.

Teiser: Are you implying then, we'd contour hillsides?

Biane: That's right. In other words, the land we are now using at Rancho California, we are now only utilizing possibly 50 to 55 per cent of the total that we are buying, and that is the most readily usable because of the position that it lays in. It was the easiest to plant and the easiest to care for. But as time goes on, we anticipate to use more of this land, with contour farming on the hills. I am sure in the next ten years vines will be planted on all of the land possible.

Teiser: You have quite a laboratory there.

Biane: That's right.

Teiser: You mentioned, I think, when I spoke to you on the telephone, that you were crushing grapes this year from Arizona.

Biane: Yes. The grapes became available in Arizona because of the labor problems caused by Mr. [Cesar] Chavez. Some of the growers decided that they would not be able to harvest all of their grapes for the fresh fruit market. Therefore they did not thin, they did not girdle, and they did not use giberellic acid spray; which is a product that you spray on the grapes that loosens the bunch. It is a hormone that causes the stem to grow faster, so that the berries will not be compact.

Therefore, we had vineyard-run Thompsons in Arizona that could be used for wine making. Due to our shortage of grapes in California this year because of the frost problems, I purchased some of these grapes to make our vin ordinaire from this type of fruit. Because they were not forced, the fruit was very good, having a very good sugar/acid ratio and produced a good white wine.

Teiser: This was the first year that you have done this?

Biane: This was the first year that I've done this.

Teiser: Do you anticipate then that Arizona could supply....

Biane: Oh, yes. In the years to come there will be many states in the United States that will be raising grapes that are not now doing so. As consumption increases and the demand is greater, this enhances the grape price, and again allows you to go into areas that were not as well adapted as others because of the increased price. This you will see develop as you are now seeing it in both the states of Washington and Oregon.

Now we have a large production of grapes in Washington and Oregon, California and now Arizona. Now it will continue to spread, and we will find certain areas in many other states that you will be able to raise grapes profitably. And as the demand increases, then these areas will be utilized.

Teiser: Will there be, as grapes are grown in other than Mediterranean climates, new types of wines developed in the United States, do you anticipate? I mean, not just the kinds you're developing now?

Biane: Yes. As time goes on there will continue to be more types of wines developed due to the area in which they are going to be grown. Now we are utilizing only a small portion of the temperate zone of the United States to raise grapes. The zones run parallel to the East and West. We are only using the west coast at the present time. Arizona is also in the temperate zone. New Mexico is in the temperate zone. Parts of Texas are. You can see the potentials.

There will be some disadvantages because of the Caribbean and the tropical storms resulting from same. You get summer rains in some of these areas which are not good for the growing of wine grapes. However, they could be put up with, as they are in other parts of the world at the present time. You get summer rains in France; you get summer rains in Italy, and they put up with them. That is due to the influence and the close proximity of the Mediterranean and the currents that flow through there. Now we have the same kind of condition--a little bit different--that is caused by the Caribbean influence in a lot of our Southern states.

Teiser: So the American wine industry is not bounded by California, Ohio and New York?

Biane: No, it is not.

Teiser: You're looking ahead of course. I wonder how many people are.

Biane: Well, just any of us that are in the wine business and have studied this problem, and have searched for new areas, know that these potentials exist. We are experiencing a flourishing grape and wine business in Arkansas at the present time. There are some very fine wineries producing wines in Arkansas.

Teiser: I was interviewing Dr. [A.J.] Winkler a few weeks ago and he was saying when he was a boy in Texas, his German family grew grapes and made wine.

Biane: There is a wild American grape in Texas called the muscadine. It is the rootstock used by most of the European countries now behind the iron curtain. I found those vines growing in Russia, Rumania, and Hungary. The rootstock that they were growing was the muscadine grape vine from Texas.

Teiser: Had they imported it because of the phylloxera?

Biane: They imported the vine from Texas and then they planted it only to produce rootstock. You found them in the government experimental stations where they were making and developing the rootstock, and then giving them to the farmer so they could plant the proper rootstock and then graft the variety after that on to it. The reason is primarily to be resistant to phylloxera.

Teiser: What about Baja California? I see that there has recently been discussion of that as a grape-growing wine area.

Biane: Baja California has similar conditions that we have in California, except that it is more arid. Less rainfall. But as water develops, and water can be supplemented for rainfall, you'll see more areas of Baja California come into grape plantings because they have the same prevailing west winds and the same cooling effect in the summertime that we have here--however not as great as we have here.

Teiser: Is the land in this area reclaimed land?

Biane: This area that we are right in here now was originally a desert.

Teiser: So that land <u>can</u> be brought in?

Biane: The soil was very good, as most desert soils are very good. The only thing you don't have is water. Now most deserts could be made to bloom with water. That's what this was here; this was a desert. The streams that came down from the mountains did not go clear across the valley, therefore it became desert. But with the advent of the turbine pump for a deep well, we were able to bring the water from underground to the surface and use it.

Teiser: Is that what made the Guasti development possible?

Biane: Well, no. The Guasti development was originally put in here on a dry farm operation because the turbine pump had not come into existence until... oh, '17, '18, '19--along in there.

Teiser: Oh, I see.

Biane: Up 'til that point it was difficult to lift water. This country here was set out in vineyards with 100 per cent use of dry farming, in other words, depending only on rainfall. We brought in the deep wells by having the use of the turbine pump, which incidentally was designed and patented right here in Pomona, by Land and Bolder. That was the first turbine pump, made by this Pomona firm. Then it was later bought out by Peerless Pump.

The pump is a series of stages of bowls submerged in the water in the bottom of the well that pumps from one bowl to another going up and developing enough pressure to raise the water from the bottom to the top. Until we had that pump, we didn't have water here other than what we trapped from the streams into reservoirs at the base of the mountain and then brought into the valley. That was only enough for domestic use, and not enough for irrigation.

RANCHO CALIFORNIA

Teiser: Getting back to Rancho California,* you now have another harvest season there. Can you tell anything further yet?

Biane: We crushed our first Chenin blanc grapes Tuesday morning. They are under fermentation now. We are looking forward to seeing how this wine is going to turn out. They look beautiful. The sugar/acid ratio was fine. We were happy with the appearance of the bunch, and the looseness of the bunch. We have no disease whatsoever; the grapes were clean. We think

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*See also pp. 56-61.

Biane: they are going to come up with a very fine wine.*

Next week we will make some Johannisberg Riesling. Then, the following week we will be picking some Petite Sirah. So we will have three commercial lots this year from Rancho California.

Teiser: Very exciting!

That is all the questions I have on that general subject. Do you have any other comments?

Biane: My only comment that I can make on it is this, that it is still my personal feeling that with the increased demand for grapes, I think that there will be quite a few acres of grapes planted in the Rancho California area because I think it is better suited to grapes than it is to almost any other of our agricultural pursuits.

We cannot farm profitably small lots of land in grain or corn or such crops. We must go to fruit of some type. It can either be citrus, or it could be peaches, apricots, and plums, or similar fruits, or it could be the grape vines.

Because of the demand for wine that is being created in the United States, I think a big portion of this land will eventually end up with grapes. Now another good thing about grapes is that they don't have the demand for water that citrus has, or some of the other crops. In other words, grapes thrive on 20 to 22 inches of water a year. If you have in rainfall 15, 18 inches, well then the extra water you have to put on is not that great. So it would be a good crop to raise, because water will be expensive.

Teiser: You have an agricultural zoning possibility?

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*The Chenin blanc did turn out very well. It contained 7.8 grams per 100 cc. in total acid and 11.7 per cent alcohol. Light greenish straw tint in color. Good aroma, true Chenin blanc, very clean to the taste. Under these conditions it will age well and maintain an excellent bottle life. P.B. December, 1971.

Biane: Yes, most of us that are starting agricultural projects at Rancho are putting our land into the agricultural preserves. That is even more permanent than agricultural zoning, insofar as we agree to keep this land in agriculture voluntarily for many years.

Teiser: If you should take it out then you must pay taxes in arrears, is that the plan?

Biane: In placing your land into an agriculture preserve, you do so for a ten year period. If you wish to withdraw, then your taxes start to increase to the point where during that ten years time, you are back up to the standard tax rate of other properties. At that time you phase out of agricultural pursuits.

Teiser: So it is possible, if events should change....

Biane: If events should change, it is possible to change at any time. And where urbanization does creep on to you, and where the demand is so great that the purchaser will say, "I will pay so much for the land, and I will pay the back taxes as part of the cost of the land," then you can make your sale at that point. Then everybody is happy, and no one has lost any money, including the county.

OWNERSHIP PATTERNS AND INDUSTRY PRACTICES

Teiser: The industry patterns, I think we touched upon them earlier, but...in general, do you see the wine industry as being large companies, medium-sized companies, and small companies, all three--or what will the pattern of the industry be in the next decade, do you think?

Biane: I don't feel that our pattern will be any different here in the United States than it is in other countries of the world where they have had the wine industry for literally hundreds of years. There you find all three phases of operation. I think you'll find big business in the wine business, large corporations. They probably will dominate the field as far as volume is concerned.

On the other hand, viticulture and wine making is a way of life with lots of people. Therefore you

Biane: will have, and I think will retain, the family operation of the wine business. This can be quite large or it can be quite small, depending on the ambitions of the people involved. I think that you'll have all phases of it.

Now we ourselves are quite small in comparison to the large producers of the state. On the other hand, we are quite large compared to some of the very small producers of the state. I think you are going to find this existing throughout.

Teiser: You think the small ones will not drop off?

Biane: All small ones will not drop off, because some small wineries are not in the wine business to make a lot of money. A lot of the small wineries are in business because of their desire to want to raise some grapes and make some wine and have a fine wine on the market. It is not always an independent economic factor with them to make money. Then you will have family businesses where it <u>is</u> an economic factor to make money, and you'll find those are larger and they are more aggressive and they cover a wider field of operation.

The first operation that I spoke of would probably let the customer come to them to buy their products, rather than they going out to sell the products. So you'll have that, because the wine industry or the wine business is a very interesting business. Again, as I say, it can be a way of life and it can also be a hobby. Some people will make it a commercial venture even though it is a hobby with them.

Teiser: [Laughs] Another wine man I was talking with said, "There's no business in the world that has so many amateurs in it!"

Biane: Well, that's a good statement. And it's a good thing! I like to see that because it creates interest in your product and you must have interest in your product in order for it to be accepted. I think it is terrific! I think all the amateur people trying to make their own wines will in turn appreciate a good wine when they purchase same.

Teiser: What is the correlation between winery size and

Teiser: quality? There is a traditional one, but is it invariable?

Biane: It is hard for me to answer that question because there are so many factors that enter into the situation. You can have a very small winery, and if they lack the knowledge of making a good wine then they will not make a good wine, even though they are very small. On the other hand, you can have a very large winery with the finest of equipment, with the best knowledge available to them, and they will produce very good wine. So you have no correlation between good or bad or better quality or lesser quality because of size.

I will say this, that the smaller wineries have a better control of their fruit than the large winery. Where the fruit is a factor, which it always is, to have a good quality wine, that the small winery can bring in a smaller quantity of fruit when it is at its acme of ripeness, and have the perfect sugar/acid ratio. Then it will produce a very fine wine if properly handled.

Now a very large winery, having many hundreds of tons of this particular type of grape, can't bring it in right at that particular point. Therefore, the smaller winery does have the advantage of that--providing he is well qualified in all of those aspects of his wine making, as well as having the equipment to handle it.

Teiser: What about the winemaker as grape grower? There are not very many winemakers who supply all their own requirements, are there?

Biane: They are few. Most modest-sized wineries, and even the big ones now, all have vineyards of their own as well as buying fruit. Gallo has some of the very largest vineyards in the state. However it is not a very big percentage of his crush, but he does have a lot of large vineyards. You'll find this the same way with Almaden and Paul Masson and the Christian Brothers.

Teiser: Is there a desirable balance for a winemaker between bought and grown?

Biane: You'll find that the grapes that they, these wineries, grow are generally the newer type varieties, and the wineries have planted these varieties because the average grower doesn't want to make the investment of the change-over. Now the grape vine lasts a long time and thrives for many years. Therefore you don't like to eradicate a vineyard just because the variety of fruit is not as desirable as it used to be, or as desirable as a new fruit is at the present time--newly developed type of fruit. So you'll find that the wineries that have vineyards keep abreast of the new varieties, experiment with them, work with them. In fact they develop plants to give the smaller grower for him to plant, and make a contract with him to take those grapes, to get him to change his variety in his fields.

Teiser: Gallo, I know, has done that a good deal. Are others doing it increasingly?

Biane: Yes, Christian Brothers has done a good bit of that. I think even before Gallo, Christian Brothers was doing it. Paul Masson has always made available any of their cuttings at a very modest price to anybody that wanted them. Mr. Karl Wente had very fine virus-free vineyards; and he has not tried to make money from them, just get his costs out of them, so that growers would have a virus-free plant.

So I would say that the people in the wine business, as a rule, are very generous and sympathetic toward the advancement of better viticulture and better varieties of grapes. You will always find that it is actually the industry themselves, the people within the industry, that promote and foot the bill. Now even though we might have the University do it, you'll find that the industry has given grants to do it. So it is the people in the industry doing it. It is also to their benefit to do so.

GOVERNMENT AND INDUSTRY INSTITUTIONS

Teiser: Getting on to your own personal activities, your work with the Federal Land Bank* began long ago, did it not?

Biane: That is right. Actually the term "working with the Federal Land Bank" is not quite a proper statement. It was my work with the growers that the Federal Land Bank recognized.

Teiser: I see.

Biane: Starting in business or even being associated with businesses during the early '30s, one quickly became interested in the banking facilities established by the government that would aid farmers. The federal government, through Commodity Credit [Corporation], established three separate divisions to aid farmers.** We in the grape business took advantage of these services and employed all three units: the Federal Land Bank to finance our vineyard land, the Production Credit Association to produce our crop of grapes, and the Berkeley Bank for Cooperatives to build the facility to process the grapes into wine and to make moneys available for the merchandising of same.

In my many years of association in the wine business, I worked with the farmers and made these services known to them. On the fiftieth anniversary of the Federal Land Bank, they asked Congress to recognize certain individuals by passing a resolution which, in turn, was signed by President Johnson, recognizing these services of the individuals and a plaque was created and presented. I was fortunate to receive such a plaque in recognition of my services in this field.

---

*In 1967 Mr. Biane was awarded a medal by the Federal Land Bank System for his contributions to American agriculture.

**See also pp. 51-52.

Teiser: Your work in this regard started when you were with the California Wine Association?

Biane: That is right, when I was with Fruit Industries and California Wine Association and then in a small way down here.

Teiser: Then I'd like to ask about your work with the Wine Advisory Board. Did you take part in the creation of the original marketing order?

Biane: Yes, during my time with Fruit Industries I was involved in the starting of the Wine Institute and also laying the groundwork in the pattern of the marketing order, which turned into the Wine Advisory Board, and I have been associated very closely with both organizations all my life. They, in my opinion, have been very beneficial to the grape grower as well as the wine industry of the state of California.

I think the marketing order has been one of the more successful marketing orders, where you could actually point to the benefits derived, compared to any of our marketing orders that we might have in the state. We have many of them. I have been a member for many years of the Wine Advisory Board.

Teiser: Was there much opposition to it originally?

Biane: Well, let me put it this way, it's an order that has to be renewed every three years.

Teiser: There was one year when it was only renewed for one.

Biane: That was because of the uncertainty of what the assessment should be.

Teiser: Was there dissention over the assessment of dessert wines as compared to table wines?

Biane: That's right.

So if it had not been a successful program it would not have been renewed every year, because it is renewed by vote of vintners and growers. I say it was successful because we have had it for so many years. The money has been well-shepherded and it has been well placed. It has been done by the efforts of the board and it's been done very seriously. I

Biane: You just can't bypass the fact that sufficient monies to carry on certain work is always desirable.

Teiser: So things, on the whole, seem to be going ahead?

Biane: Oh, yes. They are going ahead very rapidly now. We have finally reached the very enviable position of the demand catching up with the supply of grapes. For many, many years we have always had an oversupply of grapes in the state of California. That oversupply existed in the three segments of the industry, in the raisins, in the table grapes and in the wine. Today, we are in balance--not because of the frost that we had, because the frost just hit certain areas of the state and primarily in the wine grapes. So I think at the present time, the demand now being created for especially wine is exceeding the planting that is going on, from the standpoint of good wine grapes.

We've had a lessening of the planting of the Thompson Seedless in the San Joaquin Valley. That is a healthy position. And the table grapes haven't been over-planted in the last few years, so that is healthy. There haven't been many years in my career of working in the wineries where this type of situation existed, and it is very comforting.

Teiser: That ends the list of subjects that I have, but perhaps there are things that you think should be mentioned in addition.

Biane: Well, in ending, I would like to state that the people that I've been associated with all my life have worked hard, very hard and for me now to see this very successful phase, where there is a demand for our products and there is an acceptance of our products and that we are not looked down upon, has been very gratifying.

The wine business of the United States--not only California, but all the wine business of all of our states that are making wine--has now moved into its rightful position of being a very honorable profession, and not only that, one that is looked upon with envy because it is a profession that lends itself to the dignity of man. We are using things that are made available to us--the grapes, the sunshine, the water--everything that is involved in wine making. You

Biane: create something from this that is enjoyed by the masses. It's gratifying.

I am thankful that I have endured long enough to see this take place, because for many years I didn't know if we were going to make it or not.

Transcribers: Betty Dubravac, Arlene Weber

Final typist: K. Sugimoto

MESA GRANDE

Acreage in the 13,500 Mesa Grande district of Rancho California has been zoned primarily for the production of a wide variety of tree crops and vineyards.

This determination was based on in-depth studies made by agronomists and soil engineers before development of the land was commenced. Experience of growers during the subsequent four years has confirmed the opinions of the experts.

First commercial harvest of lemons was in January of 1969. Valencia oranges were ready to harvest a few months later. Grapefruit and other citrus is on its way. Nearby avocados and walnuts are making excellent progress.

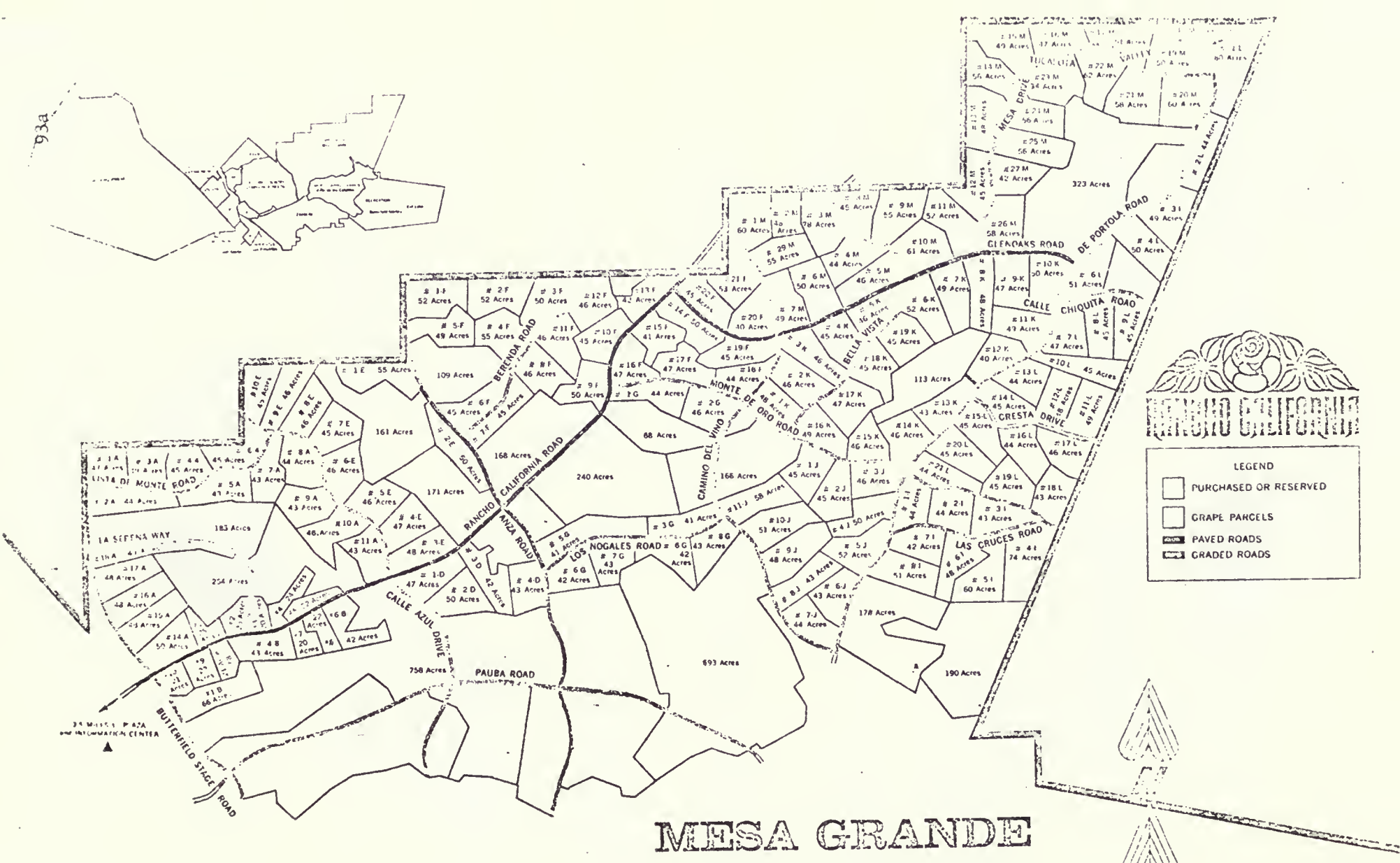
Both Rancho California and a major California vintner have conducted extensive test plantings of grapes, particularly those known as the "Napa Valley varieties" used in the production of fine quality table wines. Results of these tests have been termed "highly successful." Plantings now have been extended to a broad commercial basis.

Highly desirable acreage currently is available in this area for the planting of citrus and other tree crops, for the development of vineyards, and for other compatible uses.

Approximately half the Mesa Grande acreage has been acquired by professional growers and investor-owners. More than 1,000 acres are in production. Among the owners are individuals, partnerships, syndicates and even publicity-owned corporations.

Many buyers have been attracted to Rancho California by the pleasant and relaxing "Country Community" atmosphere which it offers. The entire 87,500 acres (three times the size of San Francisco) remains pleasantly rural, yet you travel paved roads and enjoy all the desirable utilities.

For example, those who live in this "Country Community" enjoy access to 50 miles of well-maintained bridle trails. They can fish in Vail Lake, one of the finest bass lakes in the State. They have at their disposal the facilities of the Plaza area with its interesting shops as well as beauty shop, barber shop, market, bank, gas station, restaurant, motel, and other necessities.


MESA GRANDE
LEGEND
PURCHASED OR RESERVED
GRAPE PARCELS
PAVED ROADS
GRADED ROADS
SCALE IN FEET
0
2400
4800
12000
GLENOAKS ROAD
DE PORTOLA ROAD
CALLE CHIQUITA ROAD
MESA DRIVE
BELLA VISTA
BERENDA ROAD
MONTE DE ORO ROAD
CRESTA DRIVE
CALIFORNIA ROAD
CAMINO DEL VINO
RANCHO ANZA ROAD
LOS NOGALES ROAD
LAS CRUCES ROAD
LA SERENA WAY
CUESTA DE MONTE ROAD
CALLE AZUL DRIVE
PAUBA ROAD
BUTTERFIELD STAGE ROAD
323 Acres
109 Acres
161 Acres
168 Acres
240 Acres
68 Acres
171 Acres
183 Acres
254 Acres
758 Acres
693 Acres
190 Acres
178 Acres
113 Acres

RANCHO CALIFORNIA

MESA GRANDE INFORMATION

Rancho California is owned by subsidiaries of Kaiser Aluminum & Chemical Corporation, Kaiser Industries Corporation and Macco Corporation.

Mesa Grande is in the Northeasterly section adjoining Rancho California Road approximately 5 to 9 miles East of Highway 395.

Parcels range in size from 20 acres; terrain varies from level to hilly.

Purchase prices range from $1,100 to $1,900 per acre.

25% down, balance amortized monthly over ten years at 7½% interest; discounts are available for cash purchases.

Easements of 110 feet on primary roads; 88 feet on secondary roads. Roads will initially be constructed on a 40 foot graded section with portions being surfaced and dedicated to the County.

All landowners are members of the Rancho California Water District. Current water price is $20 per acre foot for agricultural water.

Electricity to be supplied by Southern California Edison Co. Sewers are not required. Butane or propane gas available.

Architectural controls on improvements. Restrictions preclude dairies, trailer parks, hog ranches, certain poultry operations and other unattractive uses. Other restrictions cover setback lines, signs and fencing.

M-3 (master holding zone-Riverside County). Allows all agricultural uses not prohibited by deed restrictions.

Dependent upon the terrain, virtually all agricultural uses including citrus, avocados, row crops, grapes, deciduous fruits and dry farming. Best land use is sophisticated agriculture and offers excellent investment potentials.

Visit Coldwell, Banker & Company sales offices open daily in the Visitor Center located in the Rancho California Plaza, just east of Highway 395, one mile north of Temecula. Telephone (714) 676-2541.

Rancho California is 87,500 master-planned acres of Southern California countryside with large areas developed for thoroughbred horse ranches, citrus and avocado groves, vineyards, dairy farms, row and field crops and other diversified agricultural uses. Other areas have been developed for commercial, residential, recreational and light industry use.

Tasting Schedule

BROOKSIDE Wine Press

Wine Price List

VOL. 1, NO. 2 — OLD GUASTI, CALIFORNIA — SPRING 1969

Brookside "Under 3 Flags" Lore Part of State's Heritage

This is the year that the citizens of San Diego are celebrating the 200th anniversary of their city's founding.

California's Wine Institute also has proclaimed 1969 as "the bicentennial of wine growing in California."

July 16, 1769, Father Junipero Serra formally founded *Misión de San Diego de Alcalá*, simultaneously Gaspar de Portola raised the Spanish flag at the military presidio.

An integral task at the new mission was the planting of vineyards for the production of sacramental wines to be used in the traditional Church rites. Hence, the "birth" of California wines.

Father Serra founded eight more missions before his death in 1784, the ninth being *Mision del Glorioso Obispo Cardinal y Doctor Serafico de la Iglesia San Buenaventura*.

San Diego to Ventura

By coincidence, Brookside Vineyard Company's wineries throughout Southern California range from San Diego to Ventura in the north.

Brookside, which is celebrating its own 137th anniversary, is unique in that it has operated continuously under the same family management since 1832. This is remarkable since history shows that our vintners have served the public and clergy while California was under three flags—Mexico's (1822-1846), the California "Bear" (1846-1850), and the United States (1850).

Brookside's Beginning

On the island of Oléron off the coast of France's Bordeaux District, the Vaché family was noted for its vineyards and winery. Lured by the New World, Théophile Vaché sailed around the Horn to California in 1830. He established a wine business and planted the historic Valliant Vineyards near San Juan Bautista, inland from Monterey Bay.

He was later joined by three nephews and the family became well-known as vintners in Los Angeles, Redlands, and other early California settlements.

Another French winemaker, Marius Biane, married nephew Adolphe Vaché's daughter Marcelline. Marius' son Philo is today president of Brookside Vineyard Company and, in a continuation of the Bordeaux heritage, his sons Michael and Pierre and nephew René are fifth-generation members of the winegrowing family.

BROOKSIDE VINEYARD COMPANY was 72 years old when this vintage photograph was taken in "downtown" Los Angeles. While the reason for this gathering of horseless carriages has been lost with the passage of time, it is apparent that the driver of the Brookside Vineyard's "company car" is acutely aware of the photographer's presence. The year: 1904. The place: Broadway between 8th and 9th streets.

—PHOTO COURTESY AMERICAN CEMENT CORPORATION.

ITALIAN VINEYARD COMPANY was the name Italian immigrant Secondo Guasti gave to the winemaking enterprise he established in San Bernardino County at the turn of the century. At one time, his 5,000 acres of grapes was the world's largest vineyard. The community of Old Guasti in the heart of the vineyards was named in his memory. It is now the "home" of Brookside Vineyard Company which ages its award-winning wines in the world's largest underground old stone wine cellar.

—WINE INSTITUTE PHOTO.

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Guasti Plaza, Guasti, California
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BROOKSIDE'S FAMILY OF FINE WINES

Ask About Our "Wine of The Month"

Wine Price List Tasting Schedule

BROOKSIDE ESTATE WINES

	Fifths Per Bottle	Fifths Per Case (12)	Magnums/Qb ½ Gallons Per Bottle	Magnums/Qb ½ Gallons Per Case (6)	Gallons Per Bottle	Gallons Per Case (4)
BLACK VELVET	1.50	16.20	3.00	16.20	—	—
GOLDEN ROSE	1.18	12.74	—	—	—	—
VINO ROSADO	1.18	12.74	—	—	—	—
MALVASIA BIANCA	1.50	16.20	3.00	16.20	—	—
HAUSMARKE RHINE / HAUSMARKE ROTE	1.35	14.58	2.40	12.96	4.10	14.76
CABERNET ST. EMILION	—	—	2.80	15.12	4.95	17.82
DIDO NOIR	—	—	2.90	15.66	4.95	17.82
GUASTI CREAM	2.25	24.30	—	—	—	—
CASK NO. 7 — VIN BLANC / CASK NO. 11 — VIN ROSE'	1.00	10.80	—	—	—	—

VACHE' WINES BY BROOKSIDE

	Fifths Per Bottle	Fifths Per Case (12)	½ Gallons Per Bottle	½ Gallons Per Case (6)	Gallons Per Bottle	Gallons Per Case (4)
PINK CHABLIS / BURGUNDY / BARBERONE / RHINE WINE	.85	9.18	1.40	7.56	2.30	8.28
PALE DRY SHERRY / CREAM SHERRY / TAWNY PORT / MARSALA CREMA	1.35	14.58	2.75	14.85	4.50	16.20

BROOKSIDE DANISH FRUIT WINES

	Fifths Per Bottle	Fifths Per Case (12)
CHERRY / RASPBERRY / BLACKBERRY / STRAWBERRY / BLACK CURRANT	1.90	20.52

VIN DE BIANE FRES SPANISH TYPE FLOR SHERRIES

	Fifths Per Bottle	Fifths Per Case (12)
FLOR SHERRY SEC / FLOR SHERRY CREME	2.85	30.78

WINE VINEGARS

Red Wine Vinegar
White Wine Vinegar
Garlic Flavored Red Wine Vinegar
Tarragon Flavored White Wine Vinegar

COOKING WINES

Abside's Cooking Magic Seasoning Wine
Brookside Salted Burgundy
Brookside Salted Sauterne
Brookside Salted Sherry

WINE JELLIES

Port — Vin Rose
Sherry Mint — Claret
Cherry Wine — Strawberry Wine
Orange Italiano (Vermouth)

BRANDIES

	Tenths Per Bottle	Tenths Per Case (24)	Fifths Per Bottle	Fifths Per Case (12)
ASSUMPTION ABBEY BRANDY (80 PROOF)	2.70	58.32	5.29	57.13
... MORROW BRANDY (100 PROOF)			5.79	62.55
ROOKSIDE BRANDY (80 PROOF)			4.79	51.73

Brookside Brandy in Half Gallons — 11.49

ASSUMPTION ABBEY WINES BY BROOKSIDE

	Fifths Per Bottle	Fifths Per Case (12)
VERTDOUR BLANC / ST. EMILION / RIESLING	1.80	19.44
RHINE WINE / CHABLIS / HAUTE SAUTERNE	1.50	18.20
DIDO NOIR / PINOT NOIR	1.85	19.98
CABERNET / GAMAY / BEAUJOLAIS	1.80	19.44
ZINFANDEL	1.70	18.36
BURGUNDY / VIN ROSE'	1.50	16.20

SHERRY PALIDO
SHERRY DE ORO
SHERRY CREMA
TINTA PORT
CREAM MARSALA
ANGELICA
CREAM MUSCAT
TOKAY

	Fifths Per Bottle	Fifths Per Case (12)
	1.85	19.98

BROOKSIDE CELLAR WINES

	Fifths Per Bottle	Fifths Per Case (12)	½ Gallons Per Bottle	½ Gallons Per Case (6)	Gallons Per Bottle	Gallons Per Case (4)
TABLE WINES						
SAUTERNE / BURGUNDY / CLARET	.70	7.56	1.00	5.70	1.49	5.66
CHABLIS / ZINFANDEL / VINO ROSSO / VIN ROSE' / ROSE' SAUVE / HAUTE SAUTERNE / DRY MUSCAT	.75	8.10	1.05	5.98	1.69	6.42
RED CHIANTI / WHITE CHIANTI	—	—	1.35	7.29	—	—
LIGHT SWEET WINES						
LIGHT SWEET WHITE / LIGHT SWEET RED / LIGHT SWEET MUSCAT	.80	8.64	1.45	7.83	2.50	9.00
DESSERT AND APERITIF WINES						
RUBY PORT / WHITE PORT / COCKTAIL SHERRY / GOLDEN SHERRY / CREAM SHERRY / MUSCATEL / TOKAY / ANGELICA	.85	9.18	1.70	9.69	2.95	11.21
MALVASIA	.85	9.18	1.70	9.18	3.15	11.34
COCKTAIL WINES						
VERMOUTH, SWEET / VERMOUTH, DRY	.96	10.37	—	—	3.45	12.42
ORANGE SLING / SILVER SLING / SALTY DOG	.96	10.37	—	—	—	—

SPARKLING WINES

	Tenths Per Bottle	Tenths Per Case (24)	Fifths Per Bottle	Fifths Per Case (12)	Magnums Per Bottle	Magnums Per Case (6)
BROOKSIDE CHAMPAGNE SPARKLING BURGUNDY	1.39	30.02	3.30	34.84	—	—
PINK CHAMPAGNE						
ASSUMPTION ABBEY BLUE CHAMPAGNE	—	—	4.65	50.22	—	—
EXTRA DRY CHAMPAGNE SPARKLING BURGUNDY			4.35	46.98		
VACHE' CHAMPAGNE	—	—	3.65	38.62	7.75	23.65
OLD GUASTI MOSCATO SPUMANTE	—	—	3.30	34.84	—	—

PRICES DO NOT INCLUDE SALES TAX — PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Spring 1969

PRESSings . . .

One of the prime objectives of the *Wine Press* is to provide news and background information as entertainingly as possible. In dealing, as we have for the past few years, with the complex subjects of viticulture and oenology and statistics the *Wine Press* has tried to be readable and understandable to the average reader.

It was somewhat of a surprise, then, to recently receive a communication from the Institute of Scientific Information of the USSR Academy of Sciences in Moscow. In asking for back issues and inclusion on the Wine Press *mailing list, the Institute writes:*

"We receive more than 17,000 journals published in 100 countries of the world. We are trying to supply our readers with maximum information about the latest achievements in science and technology.

"*Your journal will be studied carefully with the view of reviewing it in our Abstracts Journal.*"

We complied, at the time feeling that Ivan might have been misguided as to what Brookside Vineyard Company's quarterly really is. On second thought, we were reminded that librarians of other scientific institutions, universities, hospitals, and research organizations also have requested subscriptions.

Bears out what we have repeatedly noted: Wine is a subject of universal interest.

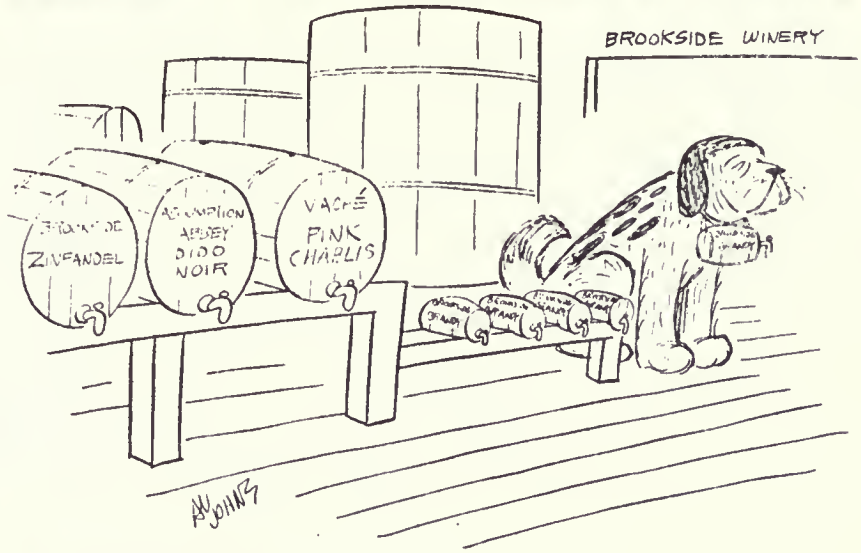
• • •

Condolences to Irv Marcus whose excellent and authoritative *Wines & Vines* magazine was referred to by *Advertising Age* as a "trade publication for the *brewing* industry."

• • •

Fans of "Believe It or Not" and "Strange as it Seems" items are sure to be disappointed in a recent report from Corsica. According to the French Center of Submarine Archaeology, a diver discovered a 2000-year-old Roman wine jar in the depths of the Mediterranean, opened it, took a sip of the wine—and it was awful.

Cooking With BROOKSIDE Wines



Recipes

BEELZEBUB'S BEANS

BEELZEBUB'S BEANS are hot and devilishly good. Fry four diced slices of bacon in a good-sized skillet. Add ½ green pepper, diced, and one onion, thinly sliced. Stir for five minutes while cooking. Add 4 cups cooked red kidney beans, 1 cup tomato chunks, ¼ pound grated Parmesan cheese, ¼ cup catsup, 1 tablespoon chili powder, ½ cup Brookside Burgundy, salt to taste and stir thoroughly. Bake in oven (350 degrees) for 40 minutes. (Note: Brookside's Cooking Magic or Brookside Salted Burgundy cooking wine may be substituted; if so, omit salt when preparing).

BRANDY BALLS

BRANDY BALLS are toothsome! Pour ¼ cup Assumption Abbey (or Brookside or A.R. Morrow) Brandy over 2 cups finely-crushed vanilla wafers. Melt 12 oz. semi-sweet chocolate bits, then blend in ⅔ cup sweetened condensed milk. Add chocolate mixture to crumb mixture. Shape into balls, roll in finely-chopped nuts. Wrap balls individually in foil or plastic wrap, store for seven days to "marry." Serve and enjoy.

Brookside Wine Press

Ty Jurras, 521 N. La Cienega Boulevard, Los Angeles 90048

Telephone (213) 652-9660

Representing Brookside Vineyard Company, Old Guasti,

and its Retail Sales Cellars & Tasting Rooms

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SANTA MONICA - #15
2635 Wilshire Boulevard

TORRANCE - #4
25252 Crenshaw Boulevard

VAN NUYS - #10
8100 Sepulveda Boulevard

VENTURA - #11
6580 Ventura Boulevard

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